



US – 543

VI Semester B.B.A. Examination, May 2017  
(CBCS (Fresh)) (2016 – 17 & Onwards)  
**BUSINESS ADMINISTRATION**  
**Paper – MK 6.5 : Elective Paper – III : Brand Management**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer should be written in **English** only.

**SECTION – A**

Answer **any five** questions. **Each** question carries **2** marks.

**(5×2=10)**

1. a) What is brand ?
- b) What is brand extension ?
- c) State any two uses of sales forecast.
- d) What is product strategy ?
- e) Give the meaning of product line.
- f) What is international marketing ?
- g) Define celebrity.

**SECTION – B**

Answer **any three** of the following questions. **Each** carries **6** marks.

**(3×6=18)**

2. What are the advantages of brand positioning ?
3. Explain the reasons for new product failure.
4. Explain the types of branding strategies.
5. What are the reasons for re-launching a brand ?
6. Discuss the significance of sales forecasting.

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SECTION - C

Answer **any three** of the following questions. **Each** question carries **14** marks. **(3×14=42)**

7. Explain the steps involved in developing product strategy.
  8. Explain target market selection process.
  9. Discuss brand challenges and opportunities.
  10. What is market segmentation ? Explain the benefits of market segmentation.
  11. What is brand identity ? Explain the principles of brand identity.
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