

**EXECUTIVE MASTER OF BUSINESS  
ADMINISTRATION (EXMBA)**

**Term-End Examination**

**December, 2012**

**MCTE-072 : BRAND MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All questions carry equal marks.*

- 
1. Define branding. Do you agree with the statement "Branding of products/service is inevitable for increased sales" ? 20
  2. (a) What are the functions of brands ? 10  
(b) Explain the various types of brands. 10
  3. Explain in detail the strategic branding process. 20
  4. Write short notes with an example on:
    - (a) Brand positioning. 10
    - (b) Brand repositioning. 10
  5. "Effective brand management ensures customer loyalty" comment. 20

6. Write in detail about the metrics for evaluating brand personality. 20
7. A leading mobile manufacturing company seeking your advice in repositioning its brand value, how do you take up this project ? Explain. 20
8. (a) Do you agree to the statement that “appointing brand ambassadors is a wasteful expenditure” ? 10
- (b) In your opinion what ethical issues are to be followed while branding services ? 10
-