

00122

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

**Term-End Examination**

**June, 2013**

**MCTE-072 : BRAND MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Vividly discuss branding challenges in the current marketing environment. 20
2. (a) Explain the elements of building brand identity. 10  
(b) How do you manage brand equity ? 10
3. "Brands are basically built by advertising" is a misconception ? Justify. 20
4. Write short notes on : 5x4=20
  - (a) Line extension
  - (b) Brand extension
  - (c) Multi - brands
  - (d) New brands
  - (e) Co-branding

5. "Effective brand management ensures customer loyalty" comment. 20
6. Explain the role of brand ambassador in promoting consumer durables. 20
7. What is brand personality ? How do you determine the personality of a brand ? 20
8. (a) What is brand portfolio ? What are its advantages and disadvantages ? 10
- (b) Examine how IPL T20 become a pervasive brand among cricket playing nations ? 10
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