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

**Term-End Examination**

**June, 2012**

**MCTE-072 : BRAND MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What is Customer Based Brand Equity (CBBE) Model ? Explain the sources of Brand Equity. 20
2. Indian consumers are lacking in brand loyalty. Justify the statement with example and suggest measures to improve brand loyalty. 20
3. Explain the concept of brand equity in the Indian scenario. What considerations make marketer believe that brands are financial assets ? 20
4. What are the characteristics of a brand and what does a brand communicate ? Substantiate your response with four power brands in the Indian context. 20

5. What role does marketing research play in new product development and brand name development ? 20
6. Explain various ways through which brands can be reinforced and revitalized. 20
7. Explain the various facets of brand loyalty programmes. 20
8. Explain with example : 20
- (a) Brand Extension
  - (b) Brand Resonance
  - (c) Brand Vision
  - (d) Brand Audit
  - (e) Umbrella Branding.
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