

**GS-531**

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VI Semester BBA Examination, May/June - 2019

BUSINESS ADMINISTRATION**MK 6.5 - Elective Paper III : Brand Management
(CBCS - Fresh+Repeaters 2016 - 17 & Onwards)**

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English** only.**SECTION - A**

1. Answer **any five** questions carrying **two** marks each. **5x2=10**
- Define Product Management.
 - What is product personality ?
 - What is Brand equity ?
 - What is Co-Branding ?
 - State any two benefits of Market Segmentation.
 - What is a product line ?
 - Define Celebrity Endorsement.

SECTION - BAnswer **any three** questions carrying **six** marks each. **3x6=18**

- Discuss the significance of consumer behaviour.
- Write the reasons for failure of a new product.
- What are the merits of Brand positioning ?
- Discuss the bases of market segmentation.
- Discuss Delphi Method.

SECTION - CAnswer **any three** questions carrying **fourteen** marks each. **3x14=42**

- Explain the process of developing a Brand.
- Discuss the process of Target Market Selection.
- What are the merits and demerits of sales forecasting ?
- Discuss new product development process.
- Discuss various types of Branding strategies.