

QUESTION BANK

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PAPER -31

BRAND MANAGEMENT MBA SEMESTER -4

- **UNIT- 1- INTRODUCTION**

- 1. Discuss the concept of Brand .What is the significance of branding for consumers and firms.**
- 2. What are the branding challenges and opportunities?**
- 3. Explain the concept of brand equity with special reference to COST BASED, PRICE BASED and CUSTOMER BASED EQUITY.**

- **UNIT-2- CUSTOMER BASED BRAND EQUITY**

- 1. What are the sources of brand equity?**
- 2. Discuss the CBBE model of Keller.**
- 3. Write a short note on- brand awareness and brand image.**

- **UNIT -3- BRAND POSITIONING**

- 1. Define target market and market segmentation.**
- 2. Explain briefly the competitive frame of reference.**
- 3. Discuss points of parity and points of difference.**
- 4. Write notes on-**
 - (a) Brand audit**
 - (b) Brand inventory**
 - (c) Brand exploratory.**

- **UNIT-4 –BUILDING BRAND EQUITY**

- 1. What are the criteria for choosing brand elements to build brand equity.**

- **UNIT-5 MEASURING BRAND EQUITY**

- 1. Discuss the need for measuring brand equity.**
- 2. Explain Brand Valuator Model (BAV).**
- 3. Discuss Aaker model.**
- 4. Briefly explain ROBI-Return On Brand Investment.**

- **UNIT-6-BRAND EXTENSION**

1. Discuss the advantages and disadvantages of brand extension.

2. What are the opportunities for brand extension?
Evaluate.

3. Discuss the brand extension guidelines.

- **UNIT-7-BRANDING AND MARKETING COMMUNICATION**

1. Discuss how can we develop integrated marketing communication (IMC) for brand building.

2. Write short notes on-

- (a) Advertising and brand building

- (b) Managing brand over time

- (c) Reinforcing brands

- (d) Revitalizing brands