

00818

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

**Term-End Examination
December, 2011**

MCTE-072 : BRAND MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What are the functions of brands ? Explain the various types of brand. 20
2. Elaborate the steps in strategic brand management process. 20
3. Discuss the advantages and disadvantages of co - branding. 20
4. Suggest measures to retain brand loyalty and customer loyalty. 20
5. Identify a fading brand. What suggestions can you offer to revitalize its brand equity ? 20

6. How do customers evaluate brand extensions ? 20
Explain how to evaluate brand extension opportunities.

 7. Explain the role of brand ambassador in 20
promoting retail branding.

 8. What are the guidelines for brand positioning ? 20
How do you define and establish brand values ?
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