



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: BBA

Course: Brand Management

Course Code: MGT 328

Semester: V

Max Marks: 50

Duration: 2 hours

Note:

- 1. All questions carry equal marks.**
- 2. Attempt any five questions out of following.**
- 3. Suitable examples & diagrammatic presentation are appreciated.**

Q1. Define Brand & Describe different elements of Brand.

Q2. Is there any relationship between brand personality & human personality, if yes Comment briefly.

Q3. “Positioning the image of brand in the mind of customers is an Art” – Do you agree with the Statement? Discuss with suitable examples.

Q4. What is Brand Equity? Explain the need of brand equity in the market now-a-days both for the customers & Marketers.

Q5. Explain how the branding help organization in International Marketing with suitable examples.

Q6. Discuss the various levels of brand loyalty. What can be done by the marketers to make ensure that they remain brand loyal?

Q7. Design Branding strategy for brand of your own choice.

