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**BIRLA INSTITUTE OF TECHNOLOGY, MESRA: RANCHI
(END SEMESTER EXAMINATION)**

CLASS : MBA
BRANCH:
TIME : 2.00 HOURS

SEMESTER : IV
SESSION : 2022-23
FULL MARKS : 50

Subject with Code: MT 520 Brand Management

INSTRUCTIONS:

1. This question paper contains 5 questions each of 10 marks and total 50 marks.
All questions are compulsory.

- Q1. Analysis of the POPs and PODs is necessary for effective Brand Positioning. Compare the POPs and PODs of the two competing brands 'McDonald's' and 'Domino's' and comment on their positioning strategy.
- Q2. Compare the Mobile Handset Brand iPhone and Nokia on the dimensions of the CBBE pyramid.
- Q3. Write a note on (i) Brand Audit (ii) Brand Revitalization
- Q4. Apply Aaker's Model of Brand Equity to evaluate the Equity of the brand, 'LIC
- Q5. Maruti Suzuki has been consistently rated as a very popular consumer Brand of India Evaluate the opportunity for Extending the brand for the launch of White Goods like Refrigerators and Washing Machines by the company.

02/05/2022 E