

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

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : IV
SESSION : SP/2025**

SUBJECT: MT520R1 BRAND MANAGEMENT

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Explain the concept of a brand and discuss the significance of branding for both consumers and firms.	[5] CO1	1
Q.1(b)	Describe Keller's Customer-Based Brand Equity (CBBE) Model and analyze how it helps in understanding and building strong brands."	[5] CO1	1
Q.2(a)	Describe the concepts of market segmentation & target marketing and also explain their importance and process of target marketing for developing effective marketing strategies plan.	[5] CO2	1
Q.2(b)	Explain are the key components involved in developing an effective brand positioning strategy? Discuss how brands can differentiate themselves in a competitive marketplace using positioning, and illustrate your answer with suitable examples.	[5] CO2	1
Q.3(a)	Explain the key steps involved in building brand equity and also highlighting the role of brand awareness, brand associations, perceived quality, and brand loyalty. How can firms sustain and enhance their brand equity over time in a competitive marketplace?"	[5] CO3	2
Q.3(b)	Discuss the key metrics and methods used in tracking brand performance over time. How can insights from brand tracking help in making strategic decisions related to marketing, brand positioning, and customer engagement?"	[5] CO3	2
Q.4(a)	"Define brand equity and explain the importance of measuring it in strategic brand management. Discuss the various methods used for measuring brand equity, focusing on the Brand Asset Valuator (BAV) Model and Aaker's Model of Brand Equity.	[5] CO4	3
Q.4(b)	"What is brand extension. Explain the advantages and potential risks associated with brand extension. illustrate your answer with suitable examples.	[5] CO3 CO4	3
Q.5(a)	Describe the relationship between branding and marketing communication. How does effective marketing communication contribute to building and maintaining strong brands?	[5] CO5	2 3
Q.5(b)	Explain reinforcing and revitalizing brands? Discuss the strategies used to maintain brand consistency and strength over time. How can companies successfully revitalize declining brands? Illustrate your answer with examples of brands that have effectively undergone revitalization."	[5] CO5	3 4

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