

Total No. of Pages: **1****7061**

Register Number

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015****(DESIGN MANAGEMENT)****(SECOND YEAR)****210: BRAND PROMOTIONS AND MANAGEMENT**

Time: Three hours

Maximum: 75 marks

**SECTION-A****(5×3=15)****Answer any FIVE questions**

1. Define brand configuration.
2. What is brand image?
3. Differentiate trade and retail branding.
4. What is meant by brand extension?
5. What are the factors to be considered in selecting a brand name?
6. Name any one successful international brand and give reasons for its success.
7. What is brand performance?
8. What are the legal aspects associated with branding?

**SECTION- B****(3×10=30)****Answer any THREE questions**

9. What do you understand by brand positioning? Explain the process.
10. What are the ways in which a brand can be promoted?
11. What do you understand by cognitive brand dimensions?
12. Explain the process of brand planning.

**SECTION- C****(1×15=15)****Answer any ONE question**

13. Discuss the roles and responsibilities of a brand manager.
14. What is brand configuration? Explain.
15. What is strategic branding project?

**SECTION- D****(1×15=15)****(Compulsory)**

16. Discuss the role of media in promoting a brand.

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