Roll. No………………………… 1224068

MBA 4th Semester Examination
June. 2014
Subject – Brand Management
Subject Code – MSL-618

Time Allowed: 03 hours.                             Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. (a) What is the strategic importance of Maturity in PLC?
   (b) Define DAGMAR.
   (c) Why do we need new product?
   (d) What is Product Line Extension? [5x4=20]

SECTION –A

2. Discuss the characteristics of FMCG products? [20]
3. Discuss the principles of Brand Creation. What are the dimensions of Brand Image? Evaluate. [20]
4. How creative strategy is developed and implemented. Discuss what should be the creative strategy for a soft drink. [20]

SECTION –B

5. What is positioning? What are the types of positioning? [20]
6. Discuss the process of diffusion of innovation. [20]
7. What are the triggers in Product Elimination? Discuss. [20]