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VI Semester B.B.A. Degree Examination, September - 2021

BUSINESS ADMINISTRATION

MKTG Group - Brand Management

(CBCS Scheme Regular Fresh 2018 Batch only)

Paper : 6.5

Maximum Marks : 70

Time : 3 Hours

Instructions to Candidates:

Answer Should be written in English only.

SECTION - A

Answer any **FIVE** questions. Each question carries 2 marks.

(5×2=10)

1. a. What is Product?
- b. Define Branding?
- c. State two uses of sales forecast.
- d. What is a label?
- e. Give the meaning of warranty.
- f. What is positioning?
- g. What is meant by market segmentation?

SECTION - B

Answer any **THREE** of the following questions. Each question carries 6 marks. **(3×6=18)**

2. Explain the features of a good Brand.
3. Brief out the steps of customer analysis.
4. What are the factors that enhance product strength?
5. Explain the reasons for new product failure.
6. What are the benefits of Brand hierarchy?

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SECTION - C

Answer any **THREE** of the following questions. Each question carries 14 marks. (3×14=42)

7. Explain the stages of Product life cycle.
 8. Discuss the steps involved in developing product strategy.
 9. What is Brand Building? Explain the steps.
 10. Explain Branding strategies and its types.
 11. What is market segmentation? Explain the benefits of market segmentation.
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