

AT-1422

**M.B.A. Semester—III Examination**

**BRAND MANAGEMENT (New)**

**Paper—3205**

Time : Three Hours]

[Maximum Marks : 70

**Note :—**(1) **ALL** questions are compulsory.

(2) Figures to the right indicate full marks.

**SECTION—A**

1. (A) What do you Mean by 'Brand Management' ? What are functions of Brand Manager ?  
How Brand can be effectively managed to make it an asset ? 14

**OR**

- (B) Define the term 'Brand Extensions'. Is Brand extension a good growth strategy ?  
Discuss with suitable examples. 14

**SECTION—B**

2. (A) Explain the concept of Branding. How Branding concepts are evolved ? 7
- (B) By using KAPFERER'S strategic framework of Brand Identity—Design. Brand Identity for the following :
- (i) ADIDAS
- (ii) NIKE. 7

**OR**

- (C) "Brand image is a matter of perception which is reflected by the associations stored in the consumer's memory." Justify. 7
- (D) Comment on the Brand Hierarchy of the following :
- (i) TATA MOTORS
- (ii) PROCTOR AND GAMBLE (P & G). 7

3. (A) Explain the concept of Brand Elimination. In what market situations Brands can be eliminated ? Give example. 7
- (B) 'Brand-Product' Relationship is the continuous process. Explain the Brand-Product relationship with respect to the following Brands :
- (i) LIFEBUOY
- (ii) DOVE. 7

OR

- (C) 'Brand Revitalization is same as Brand Repositioning or Brand Rejuvenation'. Justify with suitable example. 7
- (D) Companies have their growth on acquiring and building rich Brand Portfolio. Discuss in brief Brand Portfolio of :
- (i) TOYOTA LTD.
- (ii) Bennett, Coleman & Company Ltd. 7

SECTION—C

4. (A) Define the term 'Brand Positioning'. Do you think not positioning a Brand can make a brand successful ? 7
- (B) What do you understand by the term 'Brand Personality' ? Explain AAKER'S framework of Brand Personality. 7

OR

- (C) Explain the brief various types of Branding. 7
- (D) What is 'Brand Equity' ? Explain in brief customer based methods of calculating Brand equity. 7

SECTION—D

5. The Apollo Hospital was founded by Padmabhushan Dr. Pratap. C. Reddy. Dr. Reddy shaped and nurtured the ethos of Apollo Hospitals with his vision and inspiring leadership. Recognised as the architect of India's healthcare revolution, Dr. Reddy made Apollo hospital a centre for Medical excellence, innovation and a catalyst of positive change.

What started in 1983 with a team of 25 members has now spread across Asia with 46 hospitals, 8000 beds, over 60,000 team members. It is Asia's largest and most trusted health-care group and has achieved international recognition. It is not only the quality of the diagnosis, the equipment, the medical staff, or the exceptional success rate at Apollo that have made it the leading healthcare brand provider in the region. It is largely the emotional bond that the hospital creates with the patient that make 'APOLLO' so special.

- (A) In accordance to success of APOLLO HOSPITAL, as successful healthcare service Brand, identify the reasons of their success. 7
- (B) Evaluate the concept of Branding of hospital and healthcare services by considering other hospital Brands like WOCKHARDTS, FORTIS, AIMS, ORANGE CITY, etc. 7

