

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****MBA Fourth Semester/PGDMM Second Semester***

Last date of Submission-15th June, 2012

Programme Code-MBA/PGDMM-10**Course Code: MM 2206****Course Name-Brand Management****Maximum Marks-40****Session: 2011-12 (Summer)****Section-A**

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following-

1. Reinforcing Brand
2. Line Extension
3. Upscaling of Brands
4. Retailer Brands
5. Brand Portfolio
6. Revitalising Brand
7. Brand Equity
8. Co-branding

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Discuss in detail, the brand identity prism. How can it help a company in building its brand identity?
2. Discuss the importance of advertising in business markets. How can business advertising be made more effective?
3. Differentiate between pre-testing and post –testing. What are the advantages of each of these measurement techniques?
4. What is co-branding? Do you think it is an effective business strategy? Support your answer with real life examples.