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SARDAR PATEL UNIVERSITY
B.B.A. (ITM) (VII Semester) (Regular) EXAMINATION
Thursday, 1st December 2016
10.00 a.m. to 12.00 p.m.
BRAND MANAGEMENT - I
(UM07EBBI01)

Maximum Marks: 60

Q.1 Clarify the concept of Brand and discuss with relevant examples, major types of brands. **15**

OR

Q.1 A Explain in brief various challenges faced by major brands in India. **07**

Q.1 B Write a note on Major Branding Decisions. **08**

Q.2 Explain in detail Provider driven, Product driven and User driven images of brand with illustrations. **15**

OR

Q.2 A Write a note on major types of brand personality. **07**

Q.2 B How celebrities create an impact on Brand image? Discuss with relevant examples. **08**

Q.3 A Clarify the concept of brand equity and discuss the sources of brand equity. **08**

Q.3 B Write a note on Brand equity management system. **07**

OR

Q.3 A Discuss the concept and importance of brand identity. **07**

Q.3 B Explain the Brand Identity Prism with appropriate illustrations. **08**

Q.4 What is Brand Architecture? Explain the types and significance of brand architecture with relevant examples. **15**

OR

Q.4 Explain Brand Product Matrix as an Important tool for developing brand product relationship **15**

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