

SEAT No. _____

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[2] SARDAR PATEL UNIVERSITY**4th year BBA – ITM (Honors) (4 YEARS) EXAMINATION****SEMESTER– VII****Friday, 24th November, 2017****10.00 A.M TO 12.00P.M.****SUBJECT: BRAND MANAGEMENT -I****CODE:UM07EBBI01**

Note: 1. Figure to the right indicates full marks.
2. All questions carry equal marks.

Total Marks: 60

Q.1 What is branding? What are the branding challenges faced by manager? (15)

OR

Q.1 Discuss different types of brands by giving suitable examples and also briefly write significance of branding. (15)

Q.2 Explain in detail different types of brand images by giving relevant examples. (15)

OR

Q.2 Define brand personality. Explain types of brand personality with the help of examples. (15)

Q.3 (a) What is brand equity? Discuss elements of brand equity. (09)
(b) Write a note on brand identity prism. (06)

OR

Q.3 What is brand identity? Discuss sources of brand identity. (15)

Q.4 Discuss in detail branding strategies used in modern marketing management. (15)

OR

Q.4 Explain significance of brand architecture with relevant examples. (15)

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