

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, May 2022
BBA, Semester VI, 2021-22

Roll No.....

MA1104: BRAND MANAGEMENT

Time: 2 hours

Max. Marks: 40

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Attempt all questions.
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| Q. 1 | Identify a brand and evaluate how it leverages secondary associations. Can you think of some other ways that the identified brand can adopt to more effectively leverage secondary brand associations? | 10.0
(LO2) |
| Q. 2 | What are the two general categories of brand extensions? What are the two major advantages of brand extensions? What are line extensions? Why are they done? Also discuss the risks associated with them. | 10.0
(LO1) |
| Q. 3 | Think of your favorite brand and recall its marketing communication mix. How effectively has the brand mixed and matched marketing communications? Has it capitalized on strengths of different media and compensated for their weaknesses at the same time? How explicitly has it integrated its communication program? | 10.0
(LO4) |
| Q. 4 | What do you see as the biggest challenges in conducting a brand audit? What steps would you take to overcome them? | 5.0
(LO3) |
| Q. 5 | Can you think of yourself as a brand? What would you do to “brand” yourself? | 5.0
(LO1) |