

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 & Onwards) (Sem.-3)

MARKETING AND BRANDING

Subject Code : BHSRM-301

Paper ID : [G1170]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

Q1. Answer briefly :

- a. What do you mean by Branding?
- b. What do you understand by promotion mix?
- c. What are sales?
- d. What are the benefits of brand Building?
- e. Explain Brand Image.
- f. What is build brand Equity?
- g. How guerrilla marketing helps in spa industry?
- h. What is Co-branding?
- i. What do you mean by strategy management?
- j. Do you think guerrilla marketing helps in Business?

SECTION-B

- Q2. How one can build a brand Image in the people minds?
- Q3. Explain the process of new product development.
- Q4. 'Managing Brand equity is difficult task'. Justify the statement.
- Q5. Explain Customer based brand Equity.
- Q6. Explain how key market and social trends are affecting spa world.

SECTION-C

- Q7. What do you understand by Brand equity? Explain various method of calculating brand equity.
- Q8. Explain how developing a future orientation can help spa professionals and how do they can manage change and prepare themselves for the future.
- Q9. For the successful spa brand, brand equity plays a dominant role. Explain the techniques of measuring brand equity.