

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER- 2024
SEMESTER - IV
Sub.: Brand Management (MMM404)

Date : 26/12/2024	Total Marks : 60	Time: 10.00 am To 12.30 pm
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Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Revitalizing of brands
 2. Colour as a Brand
 3. Brand Identity
 4. Celebrity Endorsements
 5. Family Brands
- Q. 2. Answer in detail (Any One) (10)**
1. How Do you see IPL as an event to brand various products? What are the advantages and disadvantages of branding through IPL?
 2. Explain Brand elements with suitable examples.
- Q. 3. Answer in detail (Any One) (10)**
1. How does effective brand positioning contribute to competitive advantage? Illustrate with examples from the Indian market.
 2. Discuss advantages and disadvantages of having a Celebrity as a Brand Ambassador.
- Q. 4. Answer in detail (Any One) (10)**
1. Analyze the impact of digital marketing on brand management. How can brands leverage social media platforms to enhance their brand image and engagement with customers?
 2. Elaborate types of brands
- Q. 5. Case study (15)**
- FitFusion is a fitness app offering workout videos, personalized training plans, and nutrition advice. Despite offering a comprehensive range of features, FitFusion struggles to compete with popular fitness apps like Nike Training Club and MyFitnessPal.
- Questions:**
1. Analyze the factors influencing FitFusion's competitiveness in the fitness app market.
 2. What marketing strategies can FitFusion implement to increase user engagement and attract more subscribers?
 3. How important is brand loyalty in the success of FitFusion? Suggest strategies to enhance user retention and loyalty.
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