(2) Substantiate your answers with suitable examples.

1. Explain Following in Detail: 10

   (1) Define Brand Management

   (2) What is Brand Imagery in CBBE Model?

   (3) Define Likability with respect to Brand element.

   (4) Define Brand Revitalization.

   (5) Give example of four URL's of reputed Brands.

2. (A) Explain scope of Branding in detail. 6

   (B) Explain various options and tactics for choosing brand elements with the help of example.

   OR

   List down steps of Strategic Brand Management Process. 13

   Explain the process in brief.
3 Explain Customer Based Brand Equity Pyramid with the help of example.

OR

(A) List down various criteria for choosing brand elements. Explain any three of them in detail.

(B) Explain various advantage of strong brand.

4 (A) Why at times it becomes necessary to retire the brands? Explain the reasons for retiring the brands.

(B) Explain Brand Revitalization in detail.

OR

Samsung is a South Korean multinational conglomerate company headquartered in Samsung Town, Seoul. The company has global presence related to Smartphone and held more than 25 percent of market share in India also. Recently company has launched Samsung Galaxy Note 7. But due to the malfunctioning of batteries, the company has to recall the product. Recall of batteries has hurt the brand image of Samsung Brand and the its tough competitor Apple got huge success with its new launch I - phone 7.

As a brand manager, what steps you will take to regain brand equity of Company.