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**MANIPAL ACADEMY OF HIGHER EDUCATION**

**THIRD SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 20 19**

**SUBJECT: MAFD 603 – BRAND MANAGEMENT**  
**(REGULARS/PART TIME – 2016/2017 SCHEME)**

Thursday, November 21, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any full FIVE questions.
- ✍ Answer all parts of a question.

1. Discuss the benefits of branding to buyer and seller.  
(5+5 = 10 marks)
2. Assess the factors you need to consider before extending a brand.  
(10 marks)
3. Celebrities are used as brand endorsers. Discuss the advantages and risks of using celebrities as brand ambassadors.  
(5+5 = 10 marks)
4. Write a note on:  
4A. First mover advantage  
4B. Customer-based Brand Equity  
(5+5 = 10 marks)
5. Explain 'Country of Origin Effect' with an example.  
(10 marks)
6. List the features of a luxury brand.  
(10 marks)

