

Programme: PGDMM

Academic Year: 2011-2012

Semester

III

Subject: Brand Management

Course

New

Marks:

70

Date: 29.12.2011

Time:

3.00 p.m to 6.00 p.m

Final Examination

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB: Answer to each question to be started on a fresh page.

Figure in brackets indicate full marks.

Question (1) Attempt any 2 out of 3 (10 Marks)

- What is research based brand equity evaluations?
- What are the benefits of the corporate brand?
- What do you mean by brand reflection?

Question (2) Write Short notes on any 2 out of 5 (10 Marks)

- Vertical brand extension
- Range Branding
- Brand equity
- Corporate reputation
- Service Branding

Question (3) Attempt any 3 out of 5 (30 Marks)

- What are the benefits and steps to successful corporate branding?
- Describe product management life cycle.
- Write different segmentation bases for target market.
- Discuss the 3Cs of repositioning.
- Explain the different brand elements with examples.

Question (4) Answer both the questions (20 Marks)

- Will marketing communication effect the position of brand? Discuss the role of brand managers in a FMCG company of your choice.
- Explain using an example, the benefits and value an umbrella brand can bring to a family of branded products.