

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2012-2013

Subject: Brand Management

Date: 5.1.2013

Semester III

Course New

Marks: 70

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 (Marks: 2x5=10)

- a) What is the purpose of a corporate branding strategy?
- b) Explain Horizontal extensions.
- c) What are the benefits of a strong brand?

Question (2) Write Short notes on any 2 out of 5 (Marks: 2x5=10)

- a) Service Quality
- b) Kevin Keller's brand pyramid model for brand equity
- c) Geographic segmentation
- d) Unique selling proposition
- e) Brand identity

Question (3) Attempt any 3 out of 5 (Marks: 3x10= 30)

- a) Explain with an example consumer decision making process.
- b) As a product manager what are your responsibilities when your product reach at decline stage?
- c) What are the advantages and disadvantages of brand extension?
- d) Discuss the ways of revitalizing a brand.
- e) Explain the different brand valuation methods

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

- a) If you are the manager of an organization, what positioning guidelines you should follow to have maximum impact on the customers.
- b) Explain using an example the objectives of advertising a brand.