

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme : PGDMM

Academic year: 2013 – 2014
Subject: Brand Management

Semester: III
Course: New
Marks: 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 17.12.2013

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Enlist Benefits of Corporate Branding?
- b) 3C's of Brand repositioning
- c) What is the difference between skimming and penetration strategy?
- d) What is Brand Identity?

Q.2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) Growing and sustaining Brand Equity
- b) Kotler 5 level of Product
- c) ~~Brand Identity~~ Brand building process
- d) Brand valuation process
- e) Brand Extension

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain in detail the Aaker's brand personality model. Enumerate it with examples.
- b) What is the consumer's decision making process? As a manager how you try to influence it.
- c) State the characteristic of a brand, bring out the importance of these characteristics with the help of an example.
- d) What are the different positioning approaches?
- e) As a product manager what would you do if your product was at the maturity level?

Q.4) Answer both the questions

(Marks: 2X10 = 20)

- a) With the help of Kapferer's classification of branding system, explain the successful implementation of an existing brand.
- b) Explain the execution of the brand identity through the 4 Ps for an example of your choice.
