

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2012-2013

Subject: Brand Management

Semester III

Course New

Marks: 70

Date: 10.7.2012

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 are the characteristics of brands?
- b) Describe brand creation process through goods.
- c) What are the disadvantages of brand extensions?

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

- a) Aaker's brand personality model
- b) Demographic segmentation
- c) Brand salience
- d) Brand personality
- e) Product modification

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

- a) What is product management? Explain the roles of product management.
- b) What are the different positioning approaches?
- c) Is product line extension good or bad for organization. Explain.
- d) Explain Kapferer's classification of branding system.
- e) Explain how a brand can be reinforced?

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

- a) Discuss what factors contribute to the success or failure of a brand in the market place by picking up one example from consumer electronics of your choice.
- b) Explain brand identity prism for nokia cellular phone.