

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

Programme: PGDMM

Academic year: 2014 – 2015  
Subject: Brand Management

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

Date: 17.06.2014

**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) Can there be Marketing without Branding? Explain your answer in detail
- b) Write a note on Corporate Branding Vs. Product Branding
- c) What is the role of Pricing in Brand building?
- d) Reviving a Failed Brand

**Q.2) Write short notes on (2 out of 5)** **(Marks: 2X5=10)**

- a) Consumer versus Industrial Branding
- b) Kevin Keller's CBBE Pyramid
- c) Aaker's Brand Personality model
- d) Brand versus Product
- e) Choice of brand elements

**Q.3) Attempt any 3 out of 5** **(Marks: 3X10=30)**

- a) With adequate reasons, give examples of 3 brands in different product categories which you think have achieved Brand Resonance with their users.
- b) Explain with examples what do you understand by Brand Product portfolio.
- c) Explain what you understand by Brand Value chain and how it can be used to monitor the health of a brand.
- d) What are different strategies to be used to manage a brand across each stage of Product Life Cycle?
- e) Under what circumstances does a brand change its overall Personality & identity? Explain with relevant examples how & why respective brand has changed over time.

**Q.4) Attempt both the questions** **(Marks: 2X10=20)**

- a) What do you understand by the term Brand Positioning? If you are launching a new toothpaste brand in the market what would be the steps you would take towards defining your brand positioning?
- b) What happens when a brand outgrows its original parent brand? Explain various scenarios using Ansoff's matrix.