

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015

Subject: Brand Management

Date: 20.06.2014

Semester: III - RE-EXAM

Marks : 50

Time: 3.00 p.m. to 5.00 p.m.

Instructions:

- 1> Answer to each question to be started on a fresh page
 - 2> Figures in bracket indicate full marks
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Q 1> Write Short Notes on any 2 out of 4) (Marks: 2 X 5 =10)

- a) Creating a Brand through Services
- b) Role of Product Management
- c) Brand Positioning
- d) Horizontal and Vertical Extensions of a Brand

Q 2> Write Short Notes on (Attempt any 2 out of 5) (Marks: 2 X 5 =10)

- a) Feasibility Phase and Development Phase in the Product Management Life Cycle
- b) Consumer Decision Process
- c) Taglines with examples
- d) Brand Awareness and Consequences of Brand Awareness
- e) A Brand's equity is valuable to customers. Give Reasons

Q 3> Attempt any 3 out of 6 (Marks: 3 X 10 =30)

- a) Explain in detail the 3 C's of Repositioning.
- b) 'Brand extension strategy has found favour in the modern marketing world because of the advantages it has over the other new product launch options'. What are the important benefits that it promises to deliver?
- c) How to influence public's perception of a brand?
- d) Explain the Economic, Passive, Emotional and Cognitive perspective of Consumer Behaviour.
- e) Explain Kevin Keller's Brand Pyramid Model for Brand Equity.
- f) What are the steps to successful Corporate Branding?