

**SVKM's NMIMS**  
**NMIMS Global Access – School for Continuing Education**

Programme: PGDMM

June 2013 Examination  
Subject: Brand Management

Semester: III  
Course: New  
Marks 70

Date: 18.06.2013

Time: 3.00 p.m. to 6.00 p.m.

**Instructions:**

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

Question (1) Attempt any 2 out of 3 (Marks 2X 5=10)

- a. Steps to successful Corporate Branding. (Discuss)
- b. What is Unique Selling Proposition?
- c. Describe relation between brand and wealth creation.

Question (2) Write short notes on any 2 out of 5 (Marks 2X5=10)

- a. Social and cultural effects on the product modification
- b. Kevin Keller's Brand Pyramid Model for Brand equity
- c. Brand Personality
- d. Ways of revitalizing a brand.
- e. Product Line Extension

Question (3) Attempt any 3 out of 5 (Marks 3X10=30)

- a. Explain the creation of brand with services; support your answer with an example.
- b. Explain the Product Management Life Cycle.
- c. Write the different segmentation bases for target market.
- d. What are the positioning guidelines which a brand manager should follow?
- e. When going in for product modification what guidelines should a manager follow?

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

- a. With the help of positioning approaches state how Samsung has positioned itself vis a vis other mobiles in the market place.
- b. Explain in detail the Aaker's brand personality model. Enumerate it with examples.

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