

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDMM

Academic Year: 2010-2011

Subject: Brand Management

Date: 28.6.2011

Semester III

Course New

Marks: 70

Time: 3.00pm to 6.00pm

**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.

1. **Attempt all 4 questions**
2. Answer to each new question to be started on a fresh page
3. Use examples and assumptions to illustrate your answers

**Question (I) Answer briefly 10 Marks (Answer any 2 questions, 5 marks each)**

1. Online branding
2. Brand product portfolio
3. Brand elements
4. Service branding

**Question (II) Short Notes 10 Marks (Answer any 2 questions, 5 marks each)**

Explain the concept and illustrate with one example

1. Brand Equity
2. Brand Identity
3. Brand Image
4. Brand Extension
5. Brand Personality

**Question (III) 30 Marks (Answer any 3 out of 5 questions, 10 marks each)**

1. Illustrate Keller's consumer based brand equity pyramid using a brand of your choice
2. Does product packaging, qualify as the 5<sup>th</sup> 'P' of marketing, comment briefly and illustrate with 2 examples.
3. What are the different methods used to evaluate brands, consider a brand of your choice and illustrate its valuation with any one suitable method.
4. Consider 4 different brands in the 4 stages of the product life cycle, and illustrate the strategies used by each brand in that stage to grow/ maintain its share.
5. Competitive advantage results through differentiation, across 5 key dimensions- *product, service, personnel, channel and image*. Illustrate each dimension with 1 example.

**Question (IV) 20 marks**

As a consultant to an Indian tour operator, who wishes to specialise in international family tours, coin a brand name for the tour operator and craft their strategy.

- Outline the industry environment
- What is the competition the tour operator will face
- Identify the target segment
- What is the behavior of the targeted segment and their considerations in choosing tour operators
- What are the benefits you will offer to customers, how would you differentiate from other tour operators
- Craft the positioning strategy for this tour operator