

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014
Subject: Brand Management
Date: 02.01.2015

Semester: III - RE-EXAM
Marks : 50
Time: 3.00 p.m. to 5.00 p.m.

Instructions:

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

Q. 1) Write short notes on (any 2 out of 4) (Marks: 2X5=10)

- a) Explain various steps to **Successful Corporate Branding**.
- b) Briefly explain the **Product Management Life Cycle**.
- c) Briefly explain **Strategic Brand Management Process**.
- d) Briefly explain **Consumer Purchase Decision Process** with suitable examples.

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

- a) Briefly explain various **Positioning Approaches**.
- b) Explain the **Criteria for choosing Brand Elements**.
- c) Discuss briefly various **Product Development Strategic Orientations**.
- d) Discuss various **Factors that must be considered For Brand Extension**.
- e) Discuss the ways of **Revitalizing a Brand**.

Q. 3) Attempt (any 3 out of 6) (Marks: 3X10=30)

- a) Briefly explain with the help of diagram **3Cs of Repositioning**.
- b) What do you mean by **Brand Personality**? Briefly explain various **Types of Brand Personality**?
- c) Briefly explain with diagram and relevant examples "**KAPFERER'S Branding System**".
- d) What do you mean by **Brand Valuation**? Briefly explain **Various Brand Valuation Methods**?
- e) Briefly explain **Various Approached to Brand Valuation**?
- f) Explain the concept of **Brand Equity**? Briefly explain **Kevin Keller's Brand Pyramid Model for Brand Equity**.
