

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

Programme: PGDMM

Examination: December 2014

Subject: Brand Management

Semester: III

Course : New

Marks : 70

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

Date: 29.12.2014

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) Characteristics of a Brand
- b) Steps involved in successful Corporate Branding
- c) Brand Vs Product
- d) Brand Challenges

Q 2) Write Short notes on any 2 out of 5

(Marks:2X5=10)

- a) Brand Equity
- b) Brand Personality
- c) Benefits of a Strong Brand
- d) Customer segmentation
- e) Product line extensions (with an examples)

Q 3) Attempt any 3 out of 5

(Marks:3X10=30)

- a) Role of a Product Manager
- b) Product Management in Life Cycle
- c) Kotler's Five level of Products
- d) Aaker's Brand Personality Model.
- e) Conflicts in Product Management

Q 4) Attempt both the questions,

(Marks:2X10=20)

1. Explain the concept of identifying and establishing Brand positioning with a relevant example.
2. Explain complete classification of Kapferer's Branding system with one example for each.