

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015

Semester: III - RE-EXAM

Subject: Brand Management

Marks : 50

Date: 21.06.2015

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.
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Q.1) Write short notes on (any 2 out of 4)

(Marks: 2X5=10)

- a) How does Corporate Branding help the product's growth explain with appropriate example?
- b) Explain why Strategic Brand Management is important for the organisation
- c) Take an example of product like Insurance and explain consumer decision –making process
- d) Explain characteristics of a Brand with appropriate example

Q. 2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) How do you work on Brand Positioning with respect to product like insurance?
- b) What are the commonly used Positioning Strategies for launching Umbrella branded products?
- c) Take one example of any insurance product explain the concept of Two Dimension of brand identity
- d) What are different Primary Product Development Strategies Orientation, explain each briefly
- e) Take any Insurance product explain concept of Product Life Cycle (PLC)

Q. 3) Attempt (any 3 out of 6)

(Marks: 3X10=30)

- a) What do you understand by Brand Extension discuss both the types of brand extensions with one example for each.
- b) What is Umbrella Branding; explain its pros & cons with one specific example
- c) How do you Revitalize Brand of Insurance product explain with one example?
- d) What kind of Branding Strategy is most useful for Insurance products and why?
- e) Why Brand Equity is important for the organisation explain with one example
- f) Do you agree that laddering in brand management will help in expanding product usage! Explain the concept with an example
