

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

Programme: PGDMM

Examination: June 2015
Subject: Brand Management

Date: 18.06.2015

Semester: III
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Instructions:

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

1) Write short notes (Any 2 out 4) (Marks : 2 x 5 = 10)

- a) What do you mean by brand?
- b) What do you mean by Kotler 5 levels of product?
- c) Describe strategic brand management process?
- d) Describe positioning guidelines in great detail?

2) Write short notes (Any 2 out 5) (Marks : 2 x 5 = 10)

- a) What do you mean by brand personality?
- b) Explain if product line extension is good or bad for an organization?
- c) What do you mean by brand equity?
- d) How can one reinforce the brand?
- e) What do you mean by brand reflection?

3) Attempt any 3 out of 5 (Any 3 out of 5) (Marks : 3 X 10 = 30)

- a) Explain various types of brand personality?

- b) What do you understand by target market?
- c) What do you mean by NGO?
- d) Explain AAKER's Brand Personality Model
- e) Explain Brand – Product Mix in brief?

4) Answer both the questions

(Marks : 2 X 10 = 20)

- A) Discuss some important factors of product development strategies?
- B) Write the context of brand valuation?
