

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

Programme: PGDMM

Examination: December 2015

Subject: Brand Management

Semester: III

Course : New

Marks : 70

Date: 14.12.2015

Time: 3.00 p.m. to 6.00 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) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Explain the concept of creation of brand through organisation
- b) Explain the concept of Corporate Branding
- c) What are the benefits of Corporate Brand
- d) Explain the crucial role of Product Management in an organisation

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

(Marks: 2X5=10)

- a) Brand Challenges
- b) Conflicts of Product Management
- c) Brand Management
- d) Customer decision making process
- e) Brand selection

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the strategic brand management process
- b) Take an example of Maruti 800, explain Kotler's five levels of Product
- c) Explain different Perspectives on consumer behaviour
- d) What is brand reflection?
- e) Explain the concept of brand positioning by taking an example of any one FMCG product

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Why building a strong brand is essential for the organisation
- b) Explain the concept of brand building blocks
