

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

Programme: PGDMM

Examination: June 2016
Subject: Brand Management

Semester: III
Course : New
Marks : 70
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.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Explain Kevin Keller's Customer-Based Brand Equity model.
- b) What stages are involved in the consumer purchase decision process?
- c) What are the 3Cs of Repositioning? Explain using a suitable example from any industry of your choice.
- d) What are the various perspectives on consumer behavior?

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

(Marks: 2X5=10)

- a) The critical steps to be followed for successful Corporate Branding.
- b) The role of Product Management.
- c) Points of parity for a brand.
- d) Reasons for repositioning a brand.
- e) Umbrella branding.

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) You are carrying out a Customer Segmentation exercise for a FMCG organization. Which characteristics would you use for Consumer Market segmentation?
- b) Explain the concept of brand identity prism, taking an example of any cell phone manufacturer.
- c) Explain in detail the Strategic Brand Management process.
- d) As a Brand Manager, you want to conduct a detailed valuation of the Brand. Which methods can you use for brand valuation?
- e) Explain the product management life cycle, taking an example of an automobile organization of your choice.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Explain the various approaches for Brand Positioning
- b) What are the different types of brand extension? What strategies can be adopted for establishing category extension?
