

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

Programme: PGDMM

Examination: December 2016

Subject: Brand Management

Date: 12.12.2016

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 the five dimensions as used by Aaker to measure the 'personality' of a brand.
- b) Write a note explaining the cognitive perspective of consumer behaviour.
- c) Describe the benefits of a strong brand, giving suitable examples.
- d) What are the different dimensions of brand personality? Explain these using suitable examples.

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

(Marks: 2X5=10)

- a) Kotler's five levels of products.
- b) Points of difference (PODs) for a brand.
- c) Dimensions of brand identity for an organization dealing in FMCG products.
- d) Limitations of the product life cycle model.
- e) Disadvantages of brand extensions.

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Taking an example of a product or service of your choice, explain the various steps involved in the consumer purchase decision process.
- b) Explain in detail the six brand building blocks.
- c) As a Branding manager, which criteria would you utilize for choosing brand elements?
- d) Write a detailed note on Kapferer's branding system.
- e) What factors are responsible for making companies pursue line extensions as a significant element of their marketing strategies?

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Explain in detail the Push and Pull factors responsible for Brand extension, providing suitable examples.
- b) Describe the various financially driven approaches for brand valuation.
