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Department of Management
Odd Semester Examination - January 2023 – February 2023
MBA-III Semester
MBA-GE-MM-04
Strategic Brand Management

Duration: 3 Hours

Max Marks: 75

*Note: Attempt any Five Questions, all questions carry equal marks. [15*5=75]*

Q1: "Descriptive and persuasive elements reduce the burden on Marketing Communications." Explain the above statement with reference to brand elements, brand awareness and brand communication. (15)

Q2: Explain the following terms:

- i. Buzz Marketing (5)
- ii. Modifiers (5)
- iii. Ingredient Branding (5)

Q3: What are brand cultures? Discuss the four elements of brand stories which create brand cultures. (15)

Q4: Explain the role of secondary brand associations in creating brand image. Give examples. Discuss what the different sources are and give relevant examples of how they contribute to brand associations. (15)

Q5: Elaborate upon the importance of a well-defined branding strategy from the perspective of employees as well as the customers. What do you understand by terms breadth and depth of the branding strategy. Give examples. (15)

Q6: Choose a brand of FMCG or an Automobile and draw a\the brand value chain for the same. In the marketing program investment stage, discuss the importance of program multiplier. (15)

Q7: Why are brand extensions done? Discuss the conditions when brand extensions are appropriate. In which cases, the negative associations of a brand extension failure is not carried to the parent brand. Explain with an example. (15)

Q8: Write short notes on:

- i. Internal Branding (5)
- ii. Product Placements (5)
- iii. Influencer Marketing (5)