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Department of Management
Odd Semester Examination - January 2024
Integrated MBA- Semester IX

Roll No...

MBA-GE-MM (I)-04, Strategic Brand Management

Duration: 3 Hour

Max.Marks -75

Note: Attempt any Five Questions, All questions carry equal marks

Q1: Discuss the role of Brand Performance and Brand Imagery as important blocks for brand planning. Discuss both with relevant examples. (15)

Q2: Elaborate upon the criteria for choosing points of difference while creating a brand positioning strategy. Which according to you are more important for positioning- POP's or POD's. Why? (15)

Q3: What do you understand by brand hierarchy? What are the different levels of hierarchy? Discuss in detail with examples.(15)

Q4: Briefly outline the disadvantages of Brand Extensions and make a point for each with an example. (15)

Q5: Write short notes on the following:-

1. Brand Imagery (5)
2. Influencer Marketing (5)
3. Ingredient Branding (5)

Q6: One of the most recognisable brand extensions is Air Jordan. A sub-brand of Nike, Air Jordans have become some of the most successful and sought after shoes in the market. Nike aligned their product with an up and coming basketball superstar. They also moved away from the Nike brand name as, at the time, it wasn't 'cool' within the basketball scene. By focusing on the brand extension, Air Jordan, they were able to market it alongside the athlete. Discuss the brand naming strategies, in the context of brand extensions, in the case of above example. (15)

Q7: Explain the following terms and give one example each.-

- Brands as Cultural Symbols (7.5)
- Increase in Consumer Touch points (7.5)

Q8: "Brand Elements assist the brand Marketing programs to a large extend." Elaborate upon the above statement and explain the role of elements with example in creating brand recognition, brand recall and brand associations. (15)