

**Department of Management
Jamia Hamdard
MBA III Sem(2018)
Strategic Brand Management
MBA-GE-MM04**

Time: 3 Hrs

MM: 75

Answer any five questions. All questions carry equal marks.(15 X 5= 75)

1. What is the job of brand elements? Discuss their relevance in today's digital marketing tactics. (15)
2. How do customers evaluate brand extensions? Discuss its advantages and disadvantages using a current example. (15)
3. Write notes on: -
 - i) Celebrity Endorsements (5)
 - ii) Brand Repositioning (5)
 - iii) Competitive Frame of Reference (5)
4. Elaborate upon the role of following in creating brand positioning with suitable examples.
 - i) Product Strategy (5)
 - ii) Pricing Strategy (5)
 - iii) Channel Strategy (5)
5. Throw light on traditional tools of integrated marketing communications and the emergence of digital brand communications means. (15)
6. Elucidate upon the idea of brand repositioning. Exemplify. What is the role of POD'S and POP's in the context of repositioning for a global brand? (15)
7. What do you understand by brand architecture? Explain with the help of an FMCG company. (15)
8. Give a write up on how qualitative analysis help to understand the brand's imagery in a better way.(15)