

JAMIA HAMDARD

Roll No.....

Strategic Brand Management

MBA-GE-MM-04

MBA III Sem (2017-18) *Special Exam*

MM:75, Answer any five. $(15 \times 5 = 75)$

1. Packing is an integral part of product strategy as well as promotion strategy. Discuss. (15)
2. What are the sources of secondary brand associations? Elaborate on any one source through a recent example. (15)
3. Discuss the functions of brand elements. What considerations should be kept in mind while designing brand elements? (15)
4. Design a brand communication strategy for a luxury brand of your choice, targeting young affluent customers. (15)
5. Critically compare the brand value chain concept with the CBBE model. (15)
6. Write short notes on: -
 - (a) Secondary Brand Associations (5)
 - (b) Brand product Matrix (5)
 - (c) Brand Elements (5)
7. Explain in detail the concept of Brand Architecture. Exemplify by using any Indian example. (15)
8. Define
 - (a) Repositioning (5)
 - (b) Pricing Strategy (5)
 - (c) Brand Equity (5)