

Department Of Management, Jamia Hamdard

MBA III Semester, 2019

MBA-GE-MM-04, Strategic Brand Management

Roll No.....

MM:75

Answer Any five questions. All questions carry equal marks.

Max. Time: 3hrs

1. Elaborate on upon the secondary brand associations and their functions. Use relevant brand associations. (15)
2. Write notes on: - (15)
 - Product brand Matrix (5)
 - Brand resonance (5)
 - Competitive Frame of Reference (5)
3. A company wants to start a brand of bags for school and college students. Create a brand along with brand marketing programs for the same. (15)
4. Explain how companies manage brand architecture and how they develop it over a period of time. Exemplify. (15)
5. Explain the following terms: -
 - Direct and Indirect channels 7.5
 - Brand Salience and Brand Resonance 7.5
6. Provide a brand value chain analysis of an international brand. (15)
7. Positioning of a brand has moved from product to experience. Discuss. (15)
8. What are the important criterion for framing brand elements? How is it different for a global brand? (15)