

MBA III SEM (2017)

Department of Management, JAMIA HAMDARD

MBA-GE-MMC4

Strategic Brand Management

MM:75 Answer any five questions. All questions carry equal marks. (15x5). Time 3hrs.

1. Discuss the concept of brand value chain and its various stages. How does it integrate the concept of brand equity and customer perceptions? (15)
2. Throw light on traditional tools of integrated marketing communications and the emergence of digital brand communications means. (15)
3. Write notes on: -
 - i) Corporate Brand Campaign (5)
 - ii) Brand Resonance (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. How do customers evaluate brand extensions? Discuss its advantages and disadvantages using a current example. (15)
6. Explain the following terms
 - i) Migration strategies (5)
 - ii) Brand Imagery (5)
 - iii) Brand Mantra (5)
7. 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)
8. What is the job of brand elements? Discuss their relevance in today's digital marketing tactics. (15)