

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

MBA/BBA/Integrated MBA [Semester]

Subject Name: Strategic Brand Management

MM: 75

Subject Code: MBA-GE-MM-04

Time: 03 Hours

Email Id of the Examiner: ...nudratmoini@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: assistant.superintendent.exams@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-III-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: In the category of Hair Care products, choose any two brands. Discuss their competitive frame of reference, POP's and POD's. Discuss their Positioning as well as customer segments.

(15)

Q2: Elaborate upon the six criteria particularly important for brand elements? Packaging innovation can be an important source of brand equity. Exemplify using a popular brand as a case. (15)

Q3: Discuss the importance of Product Strategy in the positioning of a brand? Pick a brand of your choice and evaluate its after marketing efforts. Suggest ways to improve the same. (15)

Q4: Discuss the importance of Branding Strategy/ Architecture in creating Brand Knowledge? Choose a brand from the automobile sector .What are some of the product strategies and communication strategies that the brand could use to further enhance the level of perceived differentiation between its divisions/sub brands? (15)

Q5: Choose a luxury brand and gather all its marketing communication materials. How effectively has the brand mixed and matched marketing communications? Has it capitalized on the strengths of different media and compensated for their weaknesses at the same time? How explicitly has it integrated its communication program? (15)