



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Management

Program: MBA Business Innovation and Strategy / Media and Communication

Course: Strategic Brand Management

Course Code: MGT601

Semester: III

Max Marks: 100

Duration (mins): 180

Q 1]

Match the following

15 Marks

Nike	Rise
ICICI Bank	Because you're worth it
Ford	Revs Your Heart
McDonald's	Think different
Sony	Yogakshemama Vahamyaham
Coke	Go further
Mahindra	A Diamond Is Forever
snapdeal	i'm lovin' it
De Beers	Khayaal aapka
Apple	Just do it
L'Oreal	Unbox zindagi
Fastrack	make. believe
Apollo Tyres	move on
MRF	Open happiness
LIC	go the distance

Q 2]

Write short notes on any five -

50 Marks

- Brand guidelines
- Customer driven brand equity model
- Brand life cycle
- Four steps in strategic brand management
- Types of brand architecture
- Brand audit
- Celebrity brand endorsement
- Brand positioning
- Brand elements
- Brands versus products

Q 3]

Explain the role of a Brand Manager

20 Marks

Q 4]

Draw Brand Resonance Pyramid

15 Marks