

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
BRAND MARKETING BA (H) – 671
BS – VII

Date: January 18, 2011

Max Time: 3 Hrs

Max Marks: 60

Attempt any five questions. All questions carry equal marks (12 marks each).

- Q.1. A. Define brand. What is the difference between brand (from small b) and Brand (capital B)?
- B. What are the advantages of branding?
- Q.2 What is Brand Positioning? Discuss the concept of brand communication
- Q.3 Define Brand Equity. How will you choose brand elements to build brand equity?
- Q.4 How do line extensions help in developing Brand Image and expansion of product market? What is difference between brand extension and line extension?
- Q.5. Develop a marketing plan for a new product with special emphasis on branding. What role branding plays in the marketing plan?
- Q.6. What is meant by Globalization of Brands? Explain briefly the elements of the globalization decision
- Q.7. Write short notes on any two: 1) Brand sense 2) Brand stretching
3) Corporate and Product brand

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES
BRAND MARKETING: BA (H) – 671
BS – VII

Date: July 6, 2010

Max Time: 3 Hrs

Max Marks: 60

ATTEMPT ANY FIVE QUESTIONS.
ALL QUESTIONS CARRY EQUAL MARKS.

1. What do you understand by the term Brand? Explain its financial and social value.
2. Customer based Brand Equity has many dimensions. Describe these in detail and relate them to Brand Positioning.
3. Differentiate between a corporate and Product Brand. In which situation will either of these be used? Elaborate your answer with examples.
4. Do line extensions help in developing the Brand Image and expansion of a product market? What are the criteria that you will keep in mind in this exercise?
5. Assess the importance of Branding as a offshoot to the total marketing process.
6. How will you design a marketing program putting emphasis on Branding and obtaining the desired results?
7. What different strategies can be used for the designing and implementing a given perception for alternate Brands?