



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies - TC

PGDM Program

TRIMESTER - V (Batch: 2023-25)

END-TERM EXAMINATION, JANUARY 2025

Course Name	Strategic Brand Management	Course Code	
Duration	Three Hours	Max. Marks	60

Instructions to Students:

- (1) Please refer to each question for its 'Max Marks' & 'Word Limit'. Please stick to the word limit & be to the point.
- (2) All questions are compulsory. Please elaborate all answers with example of brands of your choice.

Question 1:

(20 marks, max. 400 words) : Please stick to the word limit.

- A. Explain '06 differences' between 'Branding' & 'Marketing'. Elaborate each of the '06' differences with an **example of any of the brand/s** to support your rationale. **- (10 marks)**
- B. Elaborate with an example of **any ONE brand** of your choice, the advantages and how **high brand recognition** results in lower cost of customer acquisition, and hence higher marketing returns on investment. **- (10 marks)**

Question 2:

(20 marks, max. 400 words) : Please stick to the word limit.

- A. Explain in detail the **Customer Based Brand Equity (C.B.B.E.)** Strategic Brand Management Framework & elaborate when /for what purpose this framework is used in context of brand strategy. **- (10 marks)**
- B. Using the example the 'Coca Cola' brand, draw and explain the Customer Based Brand Equity Model (CBBE). **- (10 marks)**

Question 3:

(5 marks each x 4 Definitions = 20 marks, Max. 100 words for each definition): Stick to the word limit.

Define the following & give an example of any brand

1. Brand Awareness
2. Brand Core Identity
3. Emotional Modifier
4. Brand Positioning Framework

----- End of question paper -----