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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2018

**SUBJECT: MAFD 603 – BRAND MANAGEMENT
(REGULARS/PART TIME)**

Thursday, November 15, 2018

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ **Answer any FIVE questions.**

1. What are PODs in the context of crafting a brand positioning? Explain with an example.
2. What is brand identity? Explain Jean-Noel Kapferer's six-faced prism to demonstrate six sides of brand identity.
3. From the perspective of both the firm and consumers, packaging must achieve a number of objectives. Explain.
4. What is the meaning of later entrants? Explain the benefits for later entrants.
5. 'The concept of positioning, product and price are a misnomer in the marketing of luxury goods'. Explain.
6. 'Standardization of advertisement campaigns can yield many benefits for a global company'. Explain.

(10 marks × 5 = 50 marks)

