

International Islamic University Chittagong

Department of Business Administration

Course Code: MKTG-5510,
Program: MBA,

Course Title: **Brand Marketing**
Semester: **Autumn -2019**

Mid-Term Examination

Time: 2 Hours

Total Marks:30

Answer any 3(Three) of the following questions

- Q.1. a. Define brand? What are the branding challenges and opportunities to brand builders? 5
b. Discuss the role of brands that play to consumers and manufacturers. 5
- Q.2. a. State the marketing advantages of a strong brand. 4
b. Draw the brand resonance model. Discuss the *brand performance* and *brand Judgments* steps to build a strong brand. 6
- Q.3. a. Define of Points-of-Difference (PODs). Discuss the factors that you will consider before choosing points of difference. 4
b. Draw the brand value chain. Discuss it's value stages. 6
- Q.4. Write short notes on followings(Answer any four): 2.5*4=10
i.) Levels of a product.
ii.) Mental maps and brand mantra.
iii.) Advantages of brand awareness.
iv.) Brand Imagery.
v.) Brand Salience.
vi.) Investor sentiment multiplier.