



**SURESH  
GYAN VIHAR**  
UNIVERSITY  
Accredited by NAAC with 'A' Grade

**INTERNAL ASSIGNMENT - 1**

<b>Course</b>	<b>MBA</b>	<b>Brand Positioning Strategies</b>
<b>Semester</b>	<b>4</b>	
<b>Total Marks:</b>	<b>15</b>	

**Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)**

- A.** State the six steps to Brand Management and explain.
- B.** Explain the need for brand. Discuss the brand strategies for Indian context.
- C.** Explain Brands as Business Assets. Briefly

**Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)**

- A.** What is quality?
- B.** What is transaction?
- C.** Explain Franchising.
- D.** Explain licensing.
- E.** What is loyalty?



**SURESH  
GYAN VIHAR**  
UNIVERSITY  
Accredited by NAAC with 'A' Grade

**INTERNAL ASSIGNMENT - 2**

<b>Course</b>	<b>MBA</b>	<b>Brand Positioning Strategies</b>
<b>Semester</b>	<b>4</b>	
<b>Total Marks:</b>	<b>15</b>	

**Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)**

- A.** Discuss globalization of competitors and greater openness of market.
- B.** What are the objectives of Rural Brand Marketing in India? Discuss the effects of Brand Marketing in Rural India.
- C.** What is brand image? Explain the brand image creation and explain the different ways to create a Brand.

**Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)**

- A.** What is personality?
- B.** What is media revolution?
- C.** Define brand.
- D.** Explain longevity.
- E.** Define brand dominant.