



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

INTERNAL ASSIGNMENT - 1

Course	MBA	Strategic Brand Management
Semester	4	
Total Marks:	15	

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

- A. Explain nature importance of re-branding.
- B. Distinguish between brand mark and trademark.
- C. List out the challenges of brand revitalization.

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

- A. What is social class?
- B. Define mass marketing.
- C. Explain umbrella brand.
- D. Define brand extension.
- E. Define installations.



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INTERNAL ASSIGNMENT - 2

Course	MBA	Strategic Brand Management
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Total Marks:	15	

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

- A. Explain the nature and significance of private labels.
- B. Give illustrations to celebrity endorsements.
- C. Explain the advantages and disadvantages of celebrity endorsement.

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

- A. Explain product specialization.
- B. Define brand image.
- C. What is full market coverage?
- D. Positioning by target
- E. Define wants and needs.