
 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 1
Course	MBA	Brand Marketing Programs & Performance Measurement
Semester	4	
Total Marks:	15	

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

- A. Explain brand identity in detail.
- B. Explain Concept of Competency analysis.
- C. What are brand reasons? Explain benefits of reasons.

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

- A. Define product delivery.
- B. What is brand extension?
- C. Value positioning
- D. Explain quality.
- E. Define brand essence.

 SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 2
Course	MBA	Brand Marketing Programs & Performance Measurement
Semester	4	
Total Marks:	15	

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

- A. Explain the Concept of brand repositioning in detail.
- B. What is importance of brand name?
- C. Explain the Concept of brand positioning in detail.

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

- A. What is positioning silence?
- B. Explain the master brand.
- C. Brand Portfolio
- D. Brand Structure
- E. Explain targeting individual.