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

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

- A. Give the meaning and definition of Marketing. Explain the concept of Marketing Strategy.
- B. What are the benefits of a Strong Brand? Explain the 70's of Branding.
- C. Give Examples of some successful brands in Indian Scenario.

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

- A. Findings
- B. Explain licensing.
- C. Explain customer.
- D. Define tagging.
- E. Define ideas.

 SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 2
Course	MBA	Brand Positioning Strategies
Semester	4	
Total Marks:	15	

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

- A. Discuss a League of Extraordinary Gentlemen in detail.
- B. Write a detailed note on Building Customer Relationship.
- C. What is Branding? What do you mean by Brand Marketing? Illustrate.

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

- A. What is direct marketing?
- B. What is quality?
- C. Voice mail
- D. Reverse Engineered Brand
- E. What is personal selling?