



**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. What are the advantages and disadvantages of branding?
- B. List out the brands that have been revitalized in recent times.
- C. Distinguish between brand mark and trademark.

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

- A. What is geographic segmentation?
- B. What are convenience goods?
- C. Define micromarketing.
- D. Define supplies and services.
- E. Family Lifestyle



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INTERNAL ASSIGNMENT - 2

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 the concept of co-branding in detail.
- B. List out the companies that changed their brand logos in India.
- C. State the objectives of co-branding?

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

- A. Define capital items.
- B. Define accessories.
- C. Explain market targeting.
- D. Explain personality.
- E. Rural and Urban