

M.B.A. (CSN) (Sem.-IV) Examination

Future of Brands and Branding

May-2017

[Max. Marks : 70]

Time : 3 Hours]

- All the following questions are compulsory.
- Use diagram, example and explanation whenever necessary.
- Each question contains 14 marks.

Question:1 [14]

- a) What is CSR? Explain Role of CSR in making the brands out of products.
 - b) Explain 7 laws of creation of brands.
- or
- b) What is Human Brands?

Question:2 [14]

- a) Write a detailed note on Brand Identity Hexagon.
 - b) What is LBE? Explain various types of LBE.
- or
- c) Explain in detail integrated pyramid for LBE

Question:3 Write any two from the following. [14]

- a) Explain the future of Branding; add M-commerce, NFC and Indoor Location.
- b) What is Media brand? Explain the brand extension for media.
- c) Define: Globalization, Localization and Glocalization. Add point of differences and strategies for each of the above.

Question:4 Write any two from the following. [14]

- a) What is hype cycle? Explain Hype cycle in brief. Add a difference between AR and VR.
- b) What is AR? Add features, types, uses and Champaign for the same.
- c) Define presumers and custowners. Add defination of needs and wants; add 6 emergent wants of consumers.

Question:5 Explain evolution of branding in detail. Add the trends, decades and strategy utilized for branding of individualistic products. [14]

or

Write an essay on SoLoMo.
