National University of Computer and Emerging Sciences Lahore Campus

BRAND MANAGEMENT (MG3013)

Date: May 27, 2024

1:00 pm-4:00 PM

Course Instructor(s)

Mr. ABID SHARIF

FINAL EXAM

Total Time(Hrs)

3

Total Marks:

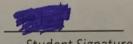
50

Total Questions:

5







Student Signature

- Q1. Celebrity endorsement is a useful tool for Brand success, but it has a very definite downside. Elaborate on that and give a real life example of the dangers of celebrity endorsement. [10]
- Q 2. Facebook is a household name. It is a popular social networking site.

 Facebook has become a critical marketing component for almost any

 Brand, what are the reasons for that?

 [10]
- Q 3. As a part of this course you worked on a project, Briefly describe your Project and describe what did you learn from that exercise in relation to CREATIVITY, TEAM WORK and importance of CLARITY IN COMMUNICATION [10]
- Q 4 FIFA world cup was a great branding opportunity for the small nation of Qatar. It was the most watched sporting event. Though it was an

Expensive venture. Suppose a Pakistani business group, with very deep pockets, decides to provide Pakistan such an opportunity to brand itself positively. If you are made in charge of such a venture, which sport you will choose and give a detailed plan of how you will run you marketing campaign.

[10]

Q 5. Suppose you work for a progressive IT company and the CEO of your company has read Richard Branson's Book

"LET's DO IT". He has directed you to write a letter to Branson thanking him for his useful advice that your CEO has found relevant in Pakistan also.

[10]