

National University of Computer and Emerging Sciences Lahore
Campus

BRAND MANAGEMENT (MG3013)

FINAL EXAM

Date: May 27, 2024 1:00 pm-4:00 PM

Total Time(Hrs) 3

Course Instructor(s)

Total Marks : 50

Mr. ABID SHARIF

Total Questions: 5



Roll No



Section



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 your 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]