

National University of Computer and Emerging Sciences

Brand Management (MG -3013)

Date: April 6, 2024

Course Instructor

Mr Abid Sharif

Sessional-II Exam

Total Time: 1 Hour

Total Marks: 10

Total Questions: 3

Semester: SP-2024

			
Student Name	Roll No	Section	Signature

Q. No 1: Great brands are not made overnight; there are hardworking, smart people behind those brands. Virgin is a good example of a brand's growth, from a modest start to a great global brand. What are the 3 most important lessons from that brand's story as told by the founder Richard Branson. [3]

Q. No 2: New Zealand has been very clever in selling itself as strong "Country Brand" We may call that practice :

Selling Brands the New Zealand Way

If Pakistan decides to improve its ranking as a country brand. What measures do you suggest for that goal? [4]

Q. No 3: Brands grow over time . New capital needs to be inducted into the company / brand. How important is it for the young sponsors of a brand to be good at pitching for venture capital? [3]