

Sample exam

Choose TWO out the following three questions:

1. A branding consultant recently observed: “*The internal and external environments of a brand can constantly change. Thus, my clients need to know how to manage their brands over time.*” What does the branding consultant mean? Discuss this statement in some detail, and provide specific examples if necessary. (100%)
2. The Mountain Dew case study highlighted the difficulties involved in determining the creative message for a brand. How should marketers set the communications objectives for a brand? What decision criteria are important in evaluating a brand’s advertising? (70%) In your view, how is this changing because of new trends in marketing communications? (30%)
3. The Brand Asset Valuator is an important brand measurement tool. Explain in detail how it works and what its key implications are for building strong brands. Please use specific examples. (100%)