

Mkt624 Current Spring 2012 Final Term

Mcqs: 46

Subjective question: 9

Q1. Should brand vision and mission be stated with company's vision and mission? Marks:3

Q2. What is customer value? Marks:3

Q3. In which situations, you can charge premium price? Marks:3

Q4. What is the media strategy of Brand plan? Marks:3

Q5. In which situations, the measurement of brand performance become necessary? Marks:5

Q6. Write 2 of the following. a) Cyclic variations (b) seasonality (c) Industry life cycle Marks:5

Q7. Write circumstances when brand extension is not considered a good option by companies? Marks:5

Q8. To develop a copy what factors should be considered ? Marks:5

Q9. Write 5 methods of selling and attracting customers. Marks:5

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