

MKT 624 paper final term.....2011 subjective unsolved paper

There are total 64 questions .. 56 were objectives and remaining were subjective....

Questions of 3 marks:

1. Can brand generate its own value?
2. Being a student of MBA describe the purpose of product assortment in channel system?
3. Identify the rules that lay foundation of developing the right copy in the light of all strategic elements and describe its importance?
4. Write the brand planning strategy?

Question of 5 marks:

1. Customers' inventory means to make database for the future contact of customer. Describe the importance of customer data? And bla bla...
2. Write down the event marketing and sponsorship purpose also describe what advantage sales person get from it. Explain with 3 examples?
3. What is source brand strategy describe with two examples
4. Normally brand manages repositioning the brands only for the purpose of growth and extension their brand clearly describe why organization needs repositioning also give example of MNC