**Brand Management**

# June 2022 Examination

# Q1. Mr. Nimish plans to set up his business that deals in male grooming make-up products. The target audiences for the make-up line are men’s who are aged between 20 years to 45 years of age. The product is new in the market and the competitors that the business would face in the near future would be less. After an extensive business and product planning, Mohan arrives to a conclusion of establishing a brand name and identity and is unaware of the techniques of branding and how to evolve the brand while focusing on product sales. As a business consultant, in what ways would you help Mr. Nimish in building the strategic brand management process? (10 Marks)

**Ans 1.**

**Introduction**

**Branding:** Branding is called a process via which it's a far associated with developing a specific name where's as logo, identity, and an instance of specific goods and carrier of a company. This is commonly done to draw customers. It is done through advertising with the adaptable subject. The branding objective is to authorize a meaningful and differentiated presence in the products so that clients can get attracted and retained. A trademark is a name term where symbol or other

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**Q2. Sonakshi plans to own a business and chooses to sell baked food items such as cakes, biscuits, cookies and brownies. All of the food items are healthy, sugar free and gluten free and majorly targets the audiences that devour on fitness and are health conscious and also looks forward to deliver the eatables across the country. Building from scratch, Sonakshi has to choose brand elements that would help her build her final brand. As a brand building expert, introduce all the requisite brand elements to Sonakshi. Furthermore, what would you consider your criteria’s to choose brand elements? (10 Marks)**

**Introduction**

Strategic management is everything in the faith of recognition and explaining the strategies that administrators can be bearing to achieve better and better performances and a reduced-throat gain for their businesses. The organizations are called to have been going thru cutthroat advantages if the advantages are better than the average advisability for every company within the industry. The rationale of Strategic control also can be termed as a package of dedication and an act wherein a managerial person can undertake and which will be finding out the results of the

**Q3. Worthy Pens is the new name in the market. In the various marketing and advertising campaigns for pen, Worthy Pens have showcased their products that includes a range of ball pens, gel pens and ink pens while the lattermost, i.e., ink pens are the ones that they decide to feature the most. The unique selling points of the ink pens includes them being long lasting, sharp tips, light in weight and also contributes to a neat handwritten note. The brand identity that has been formed from the advertising and marketing is that Worthy Pens is a durable pen seller. On the contrary, Worthy Pens wants to build up a brand image based on the points that will matter to the customers.**

**a. As a consultant explain four steps to develop strong brand for Worthy Pens. (5 Marks)**

**b. Also, cover various positioning approaches for Worthy Pens and suggest the one that fits the brand. (5 Marks)**

**Ans 3(a).**

**Introduction**

Let’s begin with the basics, and pens haven’t perished out. While excessive-tech technology has continued to restore the traditional pen and paper, many people still use to buy them. Many people are using a pen that has been a recommendation to the accounting region. The quality of Education has shown that it probably is extra pressured in nature to memorize the accounting

**Answer 3(b).**

Use high standards for design: - design is suitable for visual communication. How you use to carve, colorings, and fonts or layout modicum on your internet site, product package deal, or