

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- Sept 2018

Ph.D- HSS

COURSE CODE: 13P1WHS232

MAX. MARKS:15

COURSE NAME: Brand Management

COURSE CREDITS: 3

MAX. TIME: 1 hr

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*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. All questions are five marks each.*

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1. What are the new age branding challenges and opportunities ?
2. Why is Establishing Points-of-Parity *and* Points-of-Difference critical for brand positioning.
3. Can every brand achieve resonance with its customers? Why or why not?