

Exam in Contemporary Branding, advanced level

Course code: 23047

Date 18.4.2015

Examiner: Anne Rindell

Duration: 4 hours

Help aids: -----

Instructions!

1. Fill in your name, matriculation number and course number on **each sheet**.
2. **One question / paper, please!**

Each question will be awarded 0-10 points, thus the maximum number of points is 30. Fifteen (15) points is required to pass.

1. Define and discuss corporate Heritage Quotient in relation to Image Heritage based on the lectures and proposed articles. Exemplify by using your case company. (max 10)
2. Define and discuss brand relationships based on Samil Aledin's lectures and proposed articles. (max 10p)
3. Brand architecture based on Dahlén, 2010: 224-227. (max 10p)

GOOD LUCK!