

23060 Strategic Brand Development

Exam, March 16th, 2018

GENERAL INSTRUCTIONS. Please write your answers with clear hand-writing. (Please use pencil, not a ballpoint or ink pen.)

When writing your answers, please demonstrate your familiarity with *terms, concepts, and theories* discussed in the course materials, articles, and lectures. (Also, when discussing certain terms or concepts, please define and explain what the term/concept means.)

Maximum points from the exam are 40. Question 1 maximum is 14 points; question 2 maximum is 13 points; and question 3 maximum is 13 points.

Answer all questions 1-3.

Question 1. Douglas B. Holt's book *How Brands Become Icons* describes the logic of cultural brand management. Explain (i) what similarities vs. differences are there between the principles of cultural brand management and the principles of emotional branding and viral branding and (ii) which of these branding approaches do you think that the academic articles and lectures on this course mostly focused on (and in what sense, please justify and give examples)? [Part (i) gives a maximum of 10 points, and part (ii) a maximum of 4 points.]

Question 2. The firm's existing brands can be considered to be valuable strategic resources for the firm. In what senses are brands such valuable resources and how can the firm utilize these resources in its business development?

Question 3. What role will brand(s) play when a company sells products/services to business-to-business customers?