

**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. (For instance, when discussing certain terms or concepts, also 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 did the academic articles and lectures on this course mostly focus 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.** Companies often design their brand architecture and brand images by taking into account their retail/distribution channel strategies, and vice versa. What type of strategic considerations does a manufacturer of fast-moving consumer goods (e.g. supermarket food products) have to take into account when designing its brand architecture and its relationship/strategy towards retailers?

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