



Daffodil International University
Faculty of Business & Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Summer 2025
Time: 1.5 hours
Course Title: Brand Management
Section: 61-A

Examination: Mid Term
Full Marks: 25
Course Code: Mkt-409
Teacher's Initial: SMA

Answer all the questions. Marks are indicated on the right!

Question No 1: (CLO 4, Level V)

[Marks: 5]

Evaluate the brand positioning strategies of two competing brands from the same industry in terms of their use of Points of Parity (POPs) and Points of Difference (PODs) to establish a competitive market position.

Question No 2: (CLO 5, Level VI)

[Marks: 10]

Create a comprehensive sensory marketing campaign for a new organic café brand entering a competitive urban market. Your campaign must incorporate all five senses to build a unique brand identity. Predict how each sensory element contributes to customer perception and brand loyalty.

Question No 3: (CLO 1, Level II)

[Marks: 5]

Explain the contribution of Brand Personality Dimensions in shaping consumer perceptions of a brand using relevant real-life examples.

Question No 4: (CLO 2, Level III)

[Marks: 5]

Apply the concept of the five levels of products using "Agora" as an example to show the ways the retail chain can differentiate itself in a highly competitive market