



BRAINWARE UNIVERSITY

Coursework Examination 2018 – 19 (June 2019)

Programme – Doctor of Philosophy in Management

Course Name – Brand Management & Sustainable Development

Course Code –PHD-MBSD04

Time allotted: 4 Hours

Full Marks: 100

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Objective Type Question)

10 x 1 = 10

1. *Answer the following*
 - (i) Define brand identity.
 - (ii) Define brand.
 - (iii) Describe brand value proposition.
 - (iv) Define brand loyalty.
 - (v) Define digital brand.
 - (vi) Define sustainable development.
 - (vii) Define corporate social responsibility (CSR).
 - (viii) Define ecotourism.
 - (ix) Define environmental audit.
 - (x) Describe atmospheric window.

Group – B

(Short Answer Type Questions)

6 x 5 = 30

Answer any *six* from the following

- | | | |
|----|---|---|
| 2. | Briefly explain how to evaluate the brand choice behaviour. | 5 |
| 3. | Briefly explain the Porter's Value Chain Model. | 5 |
| 4. | What are the critical success factors for digital branding? | 5 |
| 5. | Briefly explain the concept of brand equity. | 5 |
| 6. | Briefly discuss the recommendations of Earth Summit in Rio de Janeiro, 1992. | 5 |
| 7. | Illustrate the stakeholders' perspective of corporate social responsibilities | 5 |
| 8. | Discuss the steps of ecotourism implementation. | 5 |
| 9. | Explain the features of Environmental Management System (EMS). | 5 |

Group – C

(Long Answer Type Questions)

6 x 10 = 60

Answer any *six* from the following

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|-----|---|----|
| 10. | Explain the process of market analysis with suitable example. | 10 |
| 11. | Illustrate the process of brand situation analysis with appropriate example. | 10 |
| 12. | Explain how to evaluate a brand. | 10 |
| 13. | Illustrate the process of choosing brand communication tools with example. | 10 |
| 14. | Discuss the role of ISO 14001 in controlling the environmental quality of Indian companies. | 10 |
| 15. | Discuss the process of environmental accounting. | 10 |
| 16. | Discuss the scope of sustainability reporting according to the guidelines of Global Reporting Initiative (GRI). | 10 |
| 17. | Illustrate the role of Eco-Management & Audit Scheme (EMAS) in managing the environmental pollution. | 10 |
