

[Time: 2 1/2 hours]

[Marks: 75]

Please check whether you have got the right question paper.

N.B:

1. Figures to the right indicate full marks.
2. Draw suitable diagrams wherever necessary
3. Illustrate your answers with examples
4. Rewrite the questions for Q1.a and b.

Q1.a. Fill in the Blanks (ANY EIGHT)

(08)

1. \_\_\_\_\_ relates to consumers ability to identify the brand under variety of circumstances. (Brand recall, Brand identity, Brand techniques, Brand culture)
2. The last level of customer-based brand equity model is \_\_\_\_\_. (resonance, brand awareness, judgement of feelings, brand duty)
3. Short phrases that communicate descriptive or persuasive information of the brand is called as \_\_\_\_\_. (slogans, themes, disclaimers, patent)
4. \_\_\_\_\_ promotes the product by not only communicating the product features but all connecting it with unique and interesting consumer experience. (Relationship marketing, Experiential marketing, Permission marketing, Social marketing)
5. The five dimensions of brand personality is developed by \_\_\_\_\_ (Jennifer Aaker, David Aaker, Philip Kotler, Koontz)
6. Survey based multivariate technique is called as \_\_\_\_\_. (Residual approach, Conjoint analysis, Holistic method, Model approach)
7. \_\_\_\_\_ helps marketers understand the current brand line and explore further opportunity in expanding the product line. (BCG Matrix, Igor-Ansoff Matrix, Brand – product Matrix, Brand valuation)
8. \_\_\_\_\_ programs can be a means of improving recognition for a brand. (Brand-product matrix, Corporate societal marketing, Family brand level, Brand valuation)
9. \_\_\_\_\_ is related to the strength of the brand in memory, has reflected by customer's ability to identify various brand elements. (Brand awareness, Brand recall, Brand identity, Brand image)
10. The brand-product matrix is a \_\_\_\_\_ representation of all the products sold by a firm. (graphical, mathematical, statistical, technical)

b. State whether the following statement is TRUE or FALSE (ANY SEVEN)

(07)

1. The legal term for brand is trademark.
2. The human characteristics or traits that can be attributed to a brand is called as brand personality.

3. Musical messages written around the brand is known as tagline.
4. In skimming pricing strategy company initially keep the low prices for the product.
5. Positioning is NOT an element of IMC programme.
6. An indirect channel of distribution describes a situation in which the producer sells a product directly to a consumer without the help of intermediaries.
7. Cost reduction is an advantage of brand extension.
8. Global brands are also called as the range brand or umbrella brand.
9. A brand is defined as a liquid asset.
10. CBBE refer to the customer-based brand equity.

**Q2. Answer the following**

- a. Explain the process of Strategic Brand Management in detail. (08)
  - b. What is brand management? Differentiate between brand versus product. (07)
- OR**
- c. Explain Young and Rubicam Brand Assets Valuator model in detail. (08)
  - d. What is Brand? Discuss levels of Brand hierarchy. (07)

**Q3. Answer the following**

- a. Elaborate building Global Customer Based Brand Equity with examples. (08)
  - b. Explain various channel strategies in detail used by a brand manager to manage the brand. (07)
- OR**
- c. Define brand extension. Explain its advantage and disadvantages. (08)
  - d. Elaborate various tools of Integrated Marketing Communication (IMC) used by a brand manager. (07)

**Q4. Answer the following**

- a. Explain the Brand-Product Matrix. Illustrate with example. (08)
  - b. Explain Qualitative and Quantitative techniques of Brand Equity. (07)
- OR**
- c. Diagrammatically explain Brand Value Chain in detail. (08)
  - d. Explain the bases for brand positioning? State it with few examples. (07)

**Q5.A Short Notes. (Any THREE)**

- a. One to one marketing
- b. Green marketing
- c. Co-branding
- d. Celebrity endorsement
- e. Brand architecture

**OR**

**Q5. B. Case Study.**

Bhoot Von Fraff was a Dutch MNC, manufacturing sports footwear. Their brand BHOOT for football shoes was a hit in Europe. However, due to its limited resources, Bhoot could not expand beyond a certain size & market & remained largely a European brand. With growing Indian & Asian market beckoning all major brands from around the world, Bhoot also decided to take a bite of the Asian market share by trying to set up its foothold in the Indian market first & using India as a hub to spread across Asia. Bhoot called a meeting of its marketing, branding & promotion managers to decide on the product launch, promotion & branding strategy. In Europe, Bhoot had a tagline of "Bhoot - You've got it!" was quite popular. The company decided to use the same brand name & tagline for the Indian market launch as well.

**Question:**

- a. What are brand elements & what are the criteria for choosing brand elements? (08)
- b. Explain the various brand equity the company should consider to build the brand for a longer period. (07)

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