

03/5/19.



[Time: 2½ 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. Multiple Choice Questions (ANY EIGHT)

(08)

1. _____ is the act of creating a brand
 - a. Branding
 - b. Brand management
 - c. Brand building
 - d. Brand hierarchy
2. _____ consist of brand recognition and brand recall performance
 - a. Brand association
 - b. Brand image
 - c. Brand awareness
 - d. Brand identity
3. Which of this is NOT the importance of brand positioning
 - a. No differentiation in product
 - b. Protect market share
 - c. Changing competition
 - d. Craves a niche
4. _____ are musical message written around the brand.
 - a. Slogans
 - b. Name
 - c. Jingles
 - d. Colour
5. _____ is customer's perception of the overall quality or superiority of a product or services compared to its competitors.
 - a. Perceived quality
 - b. Perceived management
 - c. Perceived loyalty
 - d. Perceived risk
6. App based air conditioned taxis – Ola and Uber both of these brands are using which approach of pricing.
 - a. EDLP
 - b. Value Pricing
 - c. Psychological pricing
 - d. Skimming pricing
7. The five core dimensions of Big 5 model of brand personality are ;Sincerity, Competence, Sophistication, Ruggedness and _____.
 - a. Creativeness
 - b. Judgmental
 - c. Excitement
 - d. Traditional
8. In Brand Asset Valuator model, Brand Stature results into multiplication of Esteem and _____.
 - a. Differentiation
 - b. Relevance
 - c. Knowledge
 - d. Strength
9. P&G- Project Drishti- Shiksha, Fair and Lovely foundation- Project Saraswati, Horlicks-Ahaar Abhiyan, Aircel- Save the tiger, Tata Tea- Jaagore all this are examples of which type of marketing.
 - a. Permission Marketing
 - b. Cause Marketing
 - c. Relationship Marketing
 - d. Experiential Marketing

10. _____ is the structure of brands within an organizational entity

- a. Brand architecture b. Brand building c. Brand monitoring d. Brand protection

b. State whether the following statement is TRUE or FALSE (ANY SEVEN) (07)

1. A brand provides distinct identity to a product.
2. Brand elements are those trademarkable devices that serve to identify and differentiates the brand.
3. Ola share, Ola Micro, Ola mini, Ola prime all this options provided by Ola to customers results into using value pricing strategy for their brand.
4. The success and failure of brand extension doesn't affect the parent brand.
5. Brand awareness consists of brand recognition and brand recall.
6. A direct approach is used to build brand equity is via leveraging secondary brand associations for the brand.
7. A brand personality is a set of human characteristics associated with a brand.
8. Brand reinforcement is the marketing strategy adopted when the product reaches to maturity stage of product life cycle and profits have fallen drastically.
9. Brand Asset Valuator is an important tool to review a brand's current achievements and stature.
10. Celebrity endorsement doesn't add value to the brand.

Q2. Answer the following

- a. Distinguish between Brand versus Product (08)
- b. What is Co-branding? State its advantages. (07)

OR

- c. Illustrate the model of Brand Value Chain with example. (08)
- d. Explain the Brand Product matrix with example (07)

Q3. Answer the following

- a. Define Integrated Marketing Communication (IMC)? Explain the strategy of IMC to build brand. (08)
- b. Explain the Brand Asset Valuator (BAV) model in detail (07)

OR

- c. What are the various ways in which brand leveraging can take place. (08)
- d. Explain the Strategic Brand Management process in detail. (07)

Q4. Answer the following

- a. Explain the Big Five model of Brand Personality. (08)
- b. Define Branding? Explain the importance of branding to consumers with example. (07)

OR

- c. Bring out the various types of brand elements with example. (08)
- d. What is Brand extension? State its advantages. (07)



(15)

Q5. a. Write Short Notes on (ANY THREE)

1. Brand positioning
2. Experiential marketing
3. Brand awareness pyramid
4. Revitalizing Brand
5. Brand Hierarchy

OR

b. Case Study

Launched in 1959, Surf was the first in the Indian detergent powder market. Over the years, Surf has anticipated the changing washing needs of Indian homemaker and constantly upgraded itself. Surf Excel, India's largest selling compact detergent powder, in its newest avatar promises to tackle the toughest stains without damaging the colour of the fabric. This is because only Surf Excel has smart sensors that can differentiate stains from colours. Now you don't have to worry about tackling the really tough stains, especially on your coloured clothes anymore. *"Surf Excel Hai Na"*.

For those who seek the Surf Excel clean in the front loaders, the specially designed formulation Surf Exclematic promises to give just that – a superlative clean. Those preferring modern and convenient way to wash can rely on Surf Excel Liquid. The liquid form penetrated deep allowing great wash results. For the really tough stains, you can apply the liquid directly on the body of stain (through the stain treater) - you will see tough stains being tackled with ease.

Questions:

- a. What is Brand Equity? Explain the quantitative research technique used by Surf Excel to build its brand in the market. (08)
- b. What is Brand Positioning? How Surf Excel has positioned its brand. Illustrate with advantages of Brand positioning. (07)
