

09/12/22



[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- 1) N.B: 2) Figures to the right indicate full marks.
 3) Draw suitable diagrams wherever necessary
 4) Illustrate your answers with examples

Q1. (a) Explain the following concepts: -

1. Logo
2. Brand Image
3. Functional Benefits
4. Ingredient Co- Branding
5. Core Identity
6. Range Brand Manager

(6)

(b) Parachute from the house of Marico is India's No.1 coconut oil that contains the goodness of 100% pure coconut oil. The Brand wishes to extend its portfolio by launching – Shampoo and Conditioner.

On the basis of the above information answer the following:

1. What line extension strategy would you suggest? Justify. (3)
2. What is the current brand personality? Create a new personality using the Big Five. (3)
3. Who would you like to use as a Brand Ambassador based on your new Brand Personality and why? (3)

Q2. Answer the following:

- a. State and explain the brand building blocks (8)
- b. Explain Multi-branding and Multi Product Branding strategies with suitable examples (7)

OR

- c. Describe the various brand positioning strategies. (8)
- d. Explain Young & Rubicam Graveyard Model. (7)

Q3. Answer the following:

- a. Explain Brand Repositioning with suitable examples (8)
- b. How does CSR help in Brand Building (7)

OR

- c. Bring out the difference between Consumer and Industrial Brands. (8)
- d. What are Brand Building Imperatives? (7)

Q4. Answer the following:

- a. What is Brand Equity? Explain Brand Equity Ten model of measurement. (15)

OR

- b. Differentiate between Revitalization and Reinforcement of Brands with the help of the relevant examples (8)
- c. Depending on the Product Life cycle explain the branding strategies at each stage (7)

- Q5. a. Write Short Notes on (ANY THREE) (15)
- a. Brand Hierarchy
 - b. Brand Loyalty Pyramid
 - c. Global Brand Manager
 - d. Corporate Branding
 - e. Brand Vs Product
