

[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

Q1. a Concept Questions (1 mark each) (06)

- (i) Brand image
- (ii) Moving the brand down
- (iii) Slogan
- (iv) Flanker brand
- (v) Brand Hierarchy
- (vi) CEO

b. Case Study

Band-Aid is a brand of adhesive bandages by Johnson & Johnson has become a generic term for adhesive bandages in the United States, India and Australia. The brand now wishes to increase its portfolio by launching *Hand Sanitizer*

On the basis of the given information answer the following questions:

Questions:

- (i) What line extension strategy would you suggest? Justify your answer (03)
- (ii) Analyze the current brand personality based on Big Five scale. (03)
- (iii) Whom would you like as a brand ambassador based on the current brand personality? (03)

Q2. Answer the following

- a. Brand Product matrix is important for an organization. Justify your answer by illustrating Brand Product Matrix for any one existing company with an explanation (08)
 - b. Define Brand and bring out the difference between a product and a brand. (07)
- OR
- c. Explain the four brand identity perspectives. (08)
 - d. What are the various types of brand leveraging? (07)

Q3. Answer the following

- a. Illustrate and explain the brand awareness pyramid. (08)
 - b. What is a global brand? State the advantages and challenges faced by a global brand. (07)
- OR
- c. What is Rural advertising? Explain its various strategies adopted to build awareness in rural market. (08)
 - d. What is corporate image? What role does advertising play in building corporate image? (07)

Paper / Subject Code: 27424 / Advertising: 2) Brand Building

- Q4.** Answer the following
- a. Explain the Brand Asset valuator (BAV) with Power grid. (15)
- OR**
- b. Elaborate the role of Corporate Social Responsibility in building a brand. Give examples of any two brands. (08)
- c. What is Rebranding? Explain two methods of rebranding. (07)
- Q5.** Write Short Notes on (ANY THREE) (15)
1. Brand building imperatives
 2. Retail Brands
 3. Category Brand Manager
 4. Co-branding
 5. Multi-branding strategy
