

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Course: Managing Brands [MKTG 8004]

Semester: III

Programme: MBA – Gen [Spl in Marketing]

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A : Attempt all Questions [20 Marks]

Q 1		Marks	CO
A	Can you think of yourself as a Brand? What do you do to 'Brand' yourself?	5	CO1
B	Represent Diagrammatically, Steps in Strategic Brand management Process. Mention Key Concepts represented by each Steps in the process?	5	CO1
C	What do you mean by Brand Resonance? Which Brands do you have the most resonance with? Why?	5	CO1, CO2
D	Elaborate and differentiate between Brand Equity and Customer Equity?	5	CO1

SECTION B : Attempt any 4 Questions [4x5 = 20 Marks]

Q 2	Pick a category dominated by two main brands; evaluate the positioning of each brands, who are their target markets? What are their main Point of Parity and Point of Difference? Have they defined their positioning correctly? How it can be Improved further?	5	CO1, CO2
Q3	List out the steps for building strong brand in accordance with brand resonance model? According to BRM model, building a strong brand requires establishing breadth and depth of brand awareness. The strongest brands excel on all six dimensions and execute fully four steps of building brand. Elaborate on 4 steps and 6 dimensions of Brand Resonance Model with the help of an example.	5	CO1, CO2, CO3
Q4	Pick A Brand. Evaluate how it leverage Secondary association. Can you think of any ways that the brand could more effectively leverage secondary brand knowledge?	5	CO2, CO3
Q5	Have you had any experience with a brand that has done a great job with relationship marketing, permission marketing, and experiential marketing? What did the brand do? Why it was effective?	5	CO2, CO3, CO5
Q6	Pick a brand, identify all its brand elements and assess their ability to contribute to brand equity according to the choice criteria?	5	CO1, CO2

SECTION-C: Attempt any 2 Questions [2x15 = 30 Marks]

Q 7	Reference to the Case 'You Tube for Brands', the case examines the changes that You tube Implemented to make the popular video Sharing Platform more attractive to brands. As a brand marketer, what recent You Tube Initiatives are you excited	15	CO2, CO3, CO4
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	about and dislike the most? Would you feel comfortable spending marketing Dollars on You Tube?		
Q8	Reference to the Case ‘Coca-Cola on Face Book’, this case explores social media marketing characterized by unprecedented consumer power and a marketing environment in which the companies often has to negotiate their way into the message stream, rather than control it. Do you think that ‘Coca-Cola on Face Book’, story is a description of Starbucks’ equally successful but strategically different approach for using Product Page on FB: Coke’s is an expressive strategy whereas Starbucks is an instrumental?	15	CO2, CO3, CO4, CO5
Q9	Reference to the case ‘Hilton Hotel’, what do you think Hilton Leadership do after Blackstone acquisition? Should they further invest in CRM process? What aspects of Hilton’s CRM should be strengthen if any, how?		
SECTION-D: Analytical / Situational / Case based Attempt all the questions [30 Marks]			
Q10	CASE ATTACHED: PRESERVE THE LUXURY OR EXTEND THE BRAND.		
Q10 A	How Can Luxury Brand balance the tension between expanding their market and undermining their exclusivity?	15	CO2, CO3, CO4,
Q10B	What do you think, whether a Strong Brand is both a resource for the future success and a liability because it inhibits flexibility?	15	CO2, CO3, CO4,