

<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2019**

**Course: Brand Management**  
**Programme: BBA Core (MKTG)**  
**Course Code MKTG 3002**

**Semester IV**  
**Maximum Marks 100**  
**Time -3 Hours**

**SECTION A**  
**(10x2=20 marks)**

S. No.		Marks	CO
Q 1	Which of the following is are examples of Affective Communication Objectives 1)Improve Company Image 2)Clarify consumer needs 3)improve brand image 4)Increase Trial purchase	2	CO2
Q2	Presuasive Advertising becomes .....when a company directly or indirectly compares its brands with one or more brands. 1)Comparative advertising 2)Institutional Advertising 3)pop promotion advertising 4)reminder advertising	2	CO3
Q3	Which of the following statements about branding is true? 1)organization should not provide the same level of promotion to brands during recession As they do during the times of prosperity 2)A brand can be described as a promise to customer 3)Companies selling their brands internationally do not benefit from having a strong brand name 4)The appeal of recognized brands is declining.	2	CO1
Q4	.....is one of the most basic Influences on an Individuals needs,wants,& behaviour a)Brand b)Culture c)Product d)Price	2	CO1

Q5	When Shopping in a group consumers are likely to..... a)make more unplanned purchases b)Buy More c)cover more areas of store d)All the above.	2	CO1
Q6	The following forms one of the Elements of Branding a)Price b)Product c)Place d)Positioning	2	CO1
Q7	The Law of the word means a)Brand b)Distribution c)Own a word d) Advertising	2	CO1
Q8	Word “ <b>BRAND</b> ”is frequently used as a  a) Customer b) Marketing c) Advertising d) Metonym	2	CO2
Q9	Clearness regarding proportions of brands is Clarity  a) Functions of Brand b) Aspects of Differentiation c) Both of the above d) None of the Above	2	CO1
Q10	Careful Brand Management look for to build product or Services related to  a) Target Audience b) Brand c) Cost d) Profit	2	CO2

**SECTION B**

**Attempt all questions(4x5=20) Short Notes**

Q 11	Explain the Difference between Brand Image & Brand identity	5	CO2
Q12	Describe the various ways you can measure brand equity	5	CO2
Q13	How does branding Impact the behavior of Consumers?	5	CO3
Q14	What is Brand loyalty ?What are the factors Impacting Consumers’s brand loyalty?	5	CO3


**SECTION-C**  
**Attempt all Questions (3x10=30)**

Q15	Discuss the strategies used by Mobile Companies in creating loyalty from the consumers. Give a few examples of leading brands.	10	CO3
Q16	SNAPP is a new Health drink developed by Red bull .Targeted at Young Working Women .Please prepare a Brand Awareness program for the Company.	10	CO4
Q17	Celebrities are used as Brand endorsers .Discuss the advantages & disadvantages of brand ambassadors with live examples.	10	CO5

**SECTION-D**  
**(3x10=30 )**

	<p><b>CASE STUDY –Brand Extension</b></p> <p>Perhaps the time comes when maturity is inevitable whatever new augmentations are attempted. The brand managers still want to extract the most value from their assets but cannot see much more to be had in the existing market. Here their minds may turn to brand extension.</p> <p>As many as two out of three new product launches are examples of brand extension. This is where the existing brand is used to support the launch of a new product. The reasons are clear-new product lunches are very risky, most fail, and using the 'halo' of an existing brand (see Chapter 9) can help to reduce that risk. If the market is also new, then the risk is even greater and the halo effect yet more important. The problem is that if a brand extension fails, the backlash will be felt by the original brand.</p> <p>Brand extension comes indifferent forms, The simplest is the launch of the existing product in a new format. Soap powder takes on a liquid form under the same brand name, or Mars Bars are shrunk into bite-size pieces and launched as Mars Little Ones. Some would argue that this was really still brand augmentation, with the brand chasing much the same market with much the same product – or does the Mars Little Ones proposition target a new buyer in a new circumstance? This is more than playing with words- augmentation is relatively safe territory, dealing with what you know already; genuine extension enters the higher risk zone.</p> <p>Next up the ladder of extension is the launch of what we might call companion products under the same name. Gillette razor blades will add Gillette razors, and the Gillete shaving foam. Once each brand extension is successfully established, the process for brand augmentation will recommence, adding Gillette shaving gel to the shaving foam range, and so on. The highest-risk brand extension is when the brand leaves its own territory. Virgin, as we have seen, is at this, reducing the risk through use of the brand halo effect, and ensuring that it translates the existing brand values to the new market</p> <p><b>Please answer all the questions</b></p>		
Q18	With reference to the above case discuss the advantages &disadvantages of Brand Extension	10	CO4
Q19	Discuss the factors you must consider before extending a brand	10	CO3
Q20	What possibles mistakes a company can make while taking a decision to pursue Brand extension?	10	CO5

## SET-II

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### SECTION A

**Answer all the Questions ( 10x2=20Marks )**

Q 1	Which of the following is characteristic of a Brand a) Logo b) Color c) Durability d) Packaging	2	CO2
Q2	A strong brand refers to one of the following a) Provides large base to the customers b) offers greater potential to charge premium price c) helps to recover all the development & launch costs d) all the above options	2	CO3
Q3	Which of the following brand strategy gives you the benefit of premium pricing? a) Umbrella brand strategy b) Line brand strategy c) Family brand strategy d) Product brand strategy	2	CO1
Q4	Which of the following a set of promises that a brand makes to its customers a) Brand association b) Brand Contract c) Brand persona d) Brand equity	2	CO1

Q5	When brand management becomes the heart of marketing then which one becomes the heart of brand management a)Owners Equity b) Brand equity c)Brand value d)Brand assets	2	CO2
Q6	To be successful the company must have its .....at work to deliver value a) Brands b) Resources c) Employees d) Communication	2	CO2
Q7	“ Intel inside” is a classic example of of which one of the following a)Bundling b)Joint venture c)Effective Packaging d)ingredient co branding	2	CO3
Q8	The prices of luxury products falls under a)Plus one pricing b) Strategic account pricing c)Skim pricing d)segment pricing	2	CO1
Q9	Introducing additional items in the same product category by adding new flavors,forms,color,ingredients under the same brand name is known as a)Product mix b)line extensions c)Interactive marketing d)service intangibility	2	CO2
Q10	CRE stands for a) Customer relationship effect b) Customer responsibility effect c) Customer response effect d) Customer resource effect	2	CO2

**SECTION B**

**Attempt all questions(4x5=20) Short answers**

Q6	Brands have psychological features ,explain with the help of examples	5	CO2
Q7	Mention branding of any three categories which have transitioned from commodity to Brands.	5	CO1
Q8	Why firms use Brand ambassadors ?does it help in enhancing brand equity?	5	CO2
Q9	What are various symbols in Branding?what should be the elements of good branding?	5	CO2

**SECTION-C**  
**Attempt all Questions (3x10=30)**

Q10	Elaborate the Brand identity of Starbucks in India with the help of Brand Identity Model.	10	CO3
Q11	How is service branding different from product branding, explain with the help of examples.	10	CO4
Q12	Discuss the threat posed by Private Label brands to Manufacturer Brands.	10	CO5

**SECTION D**  
**(2x15=30 Marks) Answer all the questions.**

**CASE STUDY – MODI REVLON**

Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leader, with the launch of its mass brand, Color N Care. While this would be Revlon's first India-specific brand, it would also mark a detour from Revlon's premium positioning. Priced at Rs 120, Color N Care would compete with Garnier, which commands about 75% share of the mass hair colour market, and Godrej. About 60% of the Rs 200-crore hair colour market is dominated by mass brands priced around Rs 100. "It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets," said Umesh K Modi, chairman, president and CEO, Modi Group. The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like Colour Silk, Top Speed and Colour Stay, priced at Rs 250, Rs 375 and Rs 450 respectively. With the launch of Color n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors. For Modi Revlon, about 20% of its revenue comes from the hair colour business. It has a 12% market share of the total hair colour market.

Q1 Explain the Brand Strategy of Modi Revlon	15	CO4
Q2 Critically analyse the brand structure of the brand ,what challenges you foresee for the Brand.?	15	CO5