

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – Dec 2020

Program: MBA with specialization in Marketing
Subject/Course: Managing Brands
Course Code: MKTG8004

Semester: III
Max. Marks: 100
Duration: 3 Hours

Instructions:

1. The student must **write his/her name and enrolment no.** in the space designated above.
2. **Section A: Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. **Section B & C: Scan and Upload** question type. students are expected to write on a **plain white A4 answer sheets** and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer She

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Choose the correct option.

S.No	Question	CO
Q 1.	_____ is either the head of marketing department or a major brand and is responsible for the brand strategy and its implementation, important for complete performance of the brand. a) Chief Branding Officer b) Chief Executive officer c) President of company d) Director of Company	CO1
Q 2.	A differentiated product may be unique in the marketplace, but it will only be successful under which of the following circumstances? a) If it satisfies customers' needs b) If the price differential is minimal c) If the brand can be classed as aspirational d) Differentiated products will always be successful	CO1
Q 3.	With the effort of team of professionals in a company, produce end product which is related to the _____. a) Brand creation b) Idea creation c) Brand management d) Marketing management	CO1

Q 4.	The functional risk of brand is related to _____. a) Price b) Performance c) Social image d) Our self concept	CO1
Q 5.	Which one of the following form of asset the brand has _____? a) Tangible assets b) Intangible assets c) Current assets d) Fixed assets	CO1
Q 6.	_____ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy? a) Customer loyalty b) Brand loyalty c) Product loyalty d) Company loyalty	CO1
SECTION B		
1. Each question will carry 10 marks 2. Instruction: Write short / brief notes		
Q7.	Think of a coupon supplements in a Sunday newspaper. How are they building brand equity, if at all? Try to find a good example and a poor example of brand-building promotions.	CO2
Q8.	Can you think of anything that cannot be branded? Pick an example that was not discussed in each of the categories provided (services; retailers and distributors; people and organizations; sports, arts, and entertainment) and describe how each is a brand.	CO2
Q9.	Pick a brand. Identify all its brand elements and assess their ability to contribute to brand equity according to the choice criteria.	CO3
Q10.	Pick a brand. Assess its efforts to manage brand equity in the last five years. What actions has it taken to be innovative and relevant? Can you suggest any changes to its marketing program?	CO3
Q11.	After winning major championships, star players often complain about their lack of endorsement offers. Similarly, after every Olympics, a number of medal-winning athletes lament their lack of commercial recognition. From a branding perspective, how would you respond to the complaints of these athletes?	CO3
SECTION C		
1. This section carries 20 Marks. 2. Instruction: Write long answer.		
Q12.	How successful do you predict these recently proposed extensions will be? Why?	CO4

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| <ol style="list-style-type: none">i. Mont Blanc (famous for pens): fragrances and other accessories (watches, cufflinks,ii. sunglasses, and pocket knives)iii. Evian (famous for water): high-end spasiv. Starbucks (famous for coffee): film production and promotionv. Trump (famous for hotels and casinos): vodka and mortgage services | |
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OR

Consider the following brands, and discuss the extendability of each with appropriate justification:

- i. Harley-Davidson
- ii. Red Bull
- iii. Tommy Hilfiger
- iv. Amazon
- v. Netflix
- vi. U.S. Marines
- vii. Victoria's Secret
- viii. BlackBerry
- ix. Las Vegas
- x. Swiggy