

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination – December 2021

Program: BBA- Core Marketing Splz.
Subject/Course: Brand Management
Course Code: MKTG 2037

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.

SECTION A

- 1. Each Question will carry 2 Marks**
- 2. Instruction: Complete the statement / True or False.**

S.No	Question	Marks	CO
Q. 1	When two established brands work together, on an offering to generate increased consumer appeal and attraction is called: a) Brand licensing b) Co-branding c) Brand extensions d) Brand stretching e) None of the above	2 Marks	CO1
Q. 2	Products that are bought without detailed comparisons are best classified as a) Sought products b) Unsought products c) Less convenient products d) Convenient products e) None of the above f) All of the above	2 Marks	CO1
Q. 3	_____ brand is sold across multiple country markets, and managed through decentralized management with local control. a) Multi domestic b) Global c) Domestic d) International e) None of the above	2 Marks	CO1
Q. 4	Which of the following statement is true? a) Branding helps to organize inventory	2 Marks	CO1

	<p>b) Branding helps in getting a competitive advantage</p> <p>c) Brand signals a certain level of quality</p> <p>d) All of the above</p> <p>e) None of the above</p>		
Q.5	<p>Brand management came into being for which of the following reasons:</p> <p>a) Companies wanted to achieve scale economies.</p> <p>b) It supplemented financial management practices</p> <p>c) It suited production and operations personnel</p> <p>d) Companies wanted to differentiate their products and highlight distinctions in a competitive environment.</p>	2 Marks	CO1
Q.6	<p>A good brand contract:</p> <p>a) Keeps customer perspective in view</p> <p>b) Delivers promises made with customers</p> <p>c) Unearths negative promises</p> <p>d) All of the given options</p>	2 Marks	CO1
Q.7	<p>Many brands are deliberately imbued with human characteristics, to the point that they are identified as having particular personalities. This is referred to as:</p> <p>a) Brand personalities</p> <p>b) Brand names</p> <p>c) Brand value</p> <p>d) Branding pyramid</p> <p>e) None of the above</p>	2 Marks	CO1
Q.8	<p>Which main objective of branding is?</p> <p>a) Customers recognize your logo and marketing materials</p> <p>b) Earn trust from your customers</p> <p>c) Promotional materials that match</p> <p>d) A unique tag line</p> <p>e) None of the above</p> <p>f) All of the above</p>	2 Marks	CO1
Q.9	<p>_____ can be thought of as a perceptual map of in which like products of the same company (say, toothpaste) are positioned very close to one another and compete more with one another than with brands of other companies.</p> <p>a) Brand Comparison</p> <p>b) Cannibalization</p> <p>c) Positioning</p> <p>d) Brand Associations</p>	2 Marks	CO1
Q.10	<p>Close up, Doordarshan, Frooti, Babool, Fair and Lovely, Band-aid and Ujala are the examples of _____</p> <p>a) Descriptive Brand Name</p> <p>b) Suggestive brand name</p> <p>c) Free Standing brand name</p> <p>d) None of the above</p>	2 Marks	CO1

SECTION B

1. Each question will carry 4x5 marks

2. Instruction: Write short / brief notes			
Q.11	Choose a package of any supermarket product. Assess its contribution to brand equity.	5 Marks	CO2
Q.12	Write short notes on: a) Brand Equity b) Brand Portfolio <i>Or</i> Brand Image	5 Marks	CO2
Q.13	What is brand? What are the six main criteria for choosing brand elements, which can be used by a firm for brand building?	5 Marks	CO2
Q.14	What do understand by product? How you will differentiate brand and product?	5 Marks	CO2

SECTION C

1. This section carries 30 marks (10*3).

2. Instruction: Write long answer.

Q.15	Consider the following brands, discuss the extendibility of each: a) Ford b) Coca-Cola c) United Color of Benetton d) Netflix e) Apple	10 Marks	CO3
Q.16	Zomato has developed itself into an iconic brand name in India with high recall. Recall Zomato's branding activities and lay out the key criteria of the six brand elements you feel they have used to develop their brand building activities.	10 Marks	CO3
Q.17	What do you see as the role of the Internet in building brands? How would you evaluate the Web site for a major brand—for example, Nike, Disney, or Levi's? How about one of your favorite brands? <i>Or</i> Choose a brand that has recently experienced a marketing crisis. How would you evaluate the marketer's response? What did they do well? What did they not do well?	10 Marks	CO3

Section D

This section carries 30 Marks (15*2).

Q.18	Evaluate Pizza Hut's decisions to run an advertising campaign acknowledging the problems with the taste of its pizza as a way to promote its new recipe. Do you think that this strategy was an effective way to promote its reformulated product?	15 Marks	CO4
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Q.19	<p>Discuss the pros and cons of a company using one of its top executive such as founder, CEO or president as an advertising spokesperson. Find an example of a corporate executive who you feel is good spokesperson and discuss the reasons s/he is effective.</p> <p style="text-align: center;"><i>Or</i></p> <p>Deos as a category has picked up phenomenally in India. Pick up any three leading Deo brands (across launch, growth and established stages) and develop the Digital Marketing campaign for the three deo brands.</p>	15 Marks	CO4
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