



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2022**

**Course: BRAND MANAGEMENT**

**Semester: III**

**Program: BBA CORE(SPL: MARKETING MANAGEMENT)**

**Time : 03 hrs.**

**Course Code: MKTG 2037**

**Max. Marks: 100**

**Instructions: All sections are compulsory. Read all the questions carefully.**

**SECTION A (all questions are compulsory)**

**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	The process of developing and implementing various forms of persuasive communications programs with customers over time is known as: a) Integrated marketing communication b) Advertising c) Brand management d) Brand positioning	2	CO1
Q 2	_____are attributes or benefits that consumers strongly associate with a brand, positively evaluate, and believe that they could not find to the same extent with a competitive brand. a) Points of parity b) Brand extensions c) Points of difference d) Brand mantras	2	CO1
Q 3	Which of the following is NOT a brand element? a) Brand logo b) Tagline c) Brand resonance d) Brand website	2	CO1
Q 4	Brand audit is a) A comprehensive examination of a brand to assess its health b) A consumer-focused assessment a) Inclusive of brand vision, mission, promise, values, position, personality, and performance b) All of the above	2	CO1
Q 5	A stripped-down, no-frills version of a product that adequately performs the product function is called a) Generic product level b) Expected product level c) Core benefit level d) Zero product level	2	CO1

Q 6	Suppose a company selling cosmetic products decides to also start selling apparels. This would be an example of: a) Brand rejuvenation b) Category extension c) Line extension d) Brand repositioning	2	CO1
Q 7	Packaging can influence a) Consumption b) Taste c) Both of these d) None of these	2	CO1
Q 8	Which of the following is NOT a criterion for choosing brand names? a) Meaningfulness b) Memorability c) Adaptability d) Complexity	2	CO1
Q 9	A _____ includes all brands sold by a company in a product category.  a) Brand identity b) Brand portfolio c) Brand hierarchy d) Brand inventory	2	CO1
Q 10	Brand awareness and _____ are the two important sources of brand equity a) Brand image b) Brand personality c) Brand resonance d) Brand recall	2	CO1
<b>SECTION B (all questions are compulsory)</b> <b>4Qx5M= 20 Marks</b>			
Q 11	Why are brands important to consumers?	5	CO2
Q 12	In revitalizing a brand, should marketers adopt the old brand positioning or completely reinvent the brand? Discuss.	5	CO2
Q 13	What is brand inventory? Why should it be done?	5	CO2
Q 14	Explain how media fragmentation is a challenge for brands today?	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q 15	Briefly explain the Customer Based Brand Equity Pyramid.	10	CO3
Q 16	Explain the difference between brands and products.	10	CO3
Q 17	Design the brand identity, articulating the brand elements you would be using for <u>any ONE</u> of the following: a) A restaurant	10	CO3

	OR b) A bicycle company		
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q 18	Suppose you want to launch a line of shoes in the market. Explain some of the <u>guidelines</u> that you would follow in positioning your brand.	<b>15</b>	<b>CO4</b>
Q 19	Attempt <u>any ONE</u> of the following: a) Discuss the integrated marketing communications of any company of your choice. OR b) Design the brand hierarchy of any fictitious (imaginary) company of your choice indicating the different levels and the products/services under each.	<b>15</b>	<b>CO4</b>