

Program: T.Y.B.M.S. Semester: VI Program Code: 2M00156
Course: Brand Management Course Code: 86003
Duration: 2 ½ Hours Examination Pattern: Autonomous Rev-16 - External Max. Marks: 75

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination: REGULAR

Q. 1 A) Fill in the blanks with an appropriate answer from the alternatives given.(Any 08) [08]

- i) One-to-one marketing emphasizes _____.
 - a) mass communication
 - b) automation
 - c) personalization
 - d) standardization
- ii) A brand primarily represents _____.
 - a) product features
 - b) manufacturing cost
 - c) seller identity and promise
 - d) distribution channel
- iii) A slogan is a _____.
 - a) distribution tool
 - b) pricing tactic
 - c) brand element
 - d) retail method
- iv) Conjoint analysis evaluates _____.
 - a) preferences
 - b) production
 - c) costs
 - d) logistics
- v) Brand equity is built mainly through _____.
 - a) customer perceptions
 - b) price cuts
 - c) packaging size
 - d) retail margin
- vi) Brand hierarchy organizes _____.
 - a) distribution
 - b) costs
 - c) brand levels
 - d) production
- vii) Qualitative research explores _____.
 - a) perception
 - b) pricing
 - c) distribution
 - d) cost

- viii) Brand meaning influences _____.
- | | |
|-----------------|------------------------|
| a) distribution | b) customer perception |
| c) storage | d) production |
- ix) Brand value chain measures _____.
- | | |
|-------------------|-----------------|
| a) manufacturing | b) pricing |
| c) value creation | d) distribution |
- x) Brand elements aid _____.
- | | |
|-----------------|------------------|
| a) recall | b) manufacturing |
| c) distribution | d) pricing |

B) State whether the following statements are true or false. (Any 07) [07]

- i) Brand breadth relates to range.
- ii) Cause marketing builds goodwill.
- iii) Brand valuation ignores equity.
- iv) Permission marketing respects consent.
- v) Brand awareness is part of brand equity.
- vi) Products and brands are identical.
- vii) Brand revitalization restores relevance.
- viii) Projective techniques reveal hidden attitudes.
- ix) Messaging inconsistency weakens brands.
- x) Emotional value matters in branding.

Q. 2 Answer the following.

- | | |
|--|------|
| a) Differentiate between a product and a brand. | [08] |
| b) Discuss the importance of branding for consumers. | [07] |
| OR | |
| c) Explain the advantages and disadvantages of brand extension strategies. | [08] |
| d) Elucidate comparative methods used to measure brand equity. | [07] |

Q. 3 Answer the following.

- a) Explain the criteria used for selecting effective brand elements. [08]
- b) Describe quantitative research techniques used in managing brands. [07]

OR

- c) Write a detailed note on Young & Rubicam's Brand Asset Valuator (BAV) model. [08]
- d) Define co-branding and discuss its advantages. [07]

Q. 4 Answer the following.

- a) Explain the brand value chain diagrammatically and discuss each stage. [08]
- b) What are the different sources of brand equity? [07]

OR

- c) Explain integrated marketing programs and their role in brand building. [08]
- d) Explain Keller's Consumer-Based Brand Equity (CBBE) model in detail. [07]

Q. 5 A) Answer the following.

- i) Illustrate and explain the brand-product matrix with examples. [08]
- ii) Define line extension and discuss its advantages. [07]

OR

B) Short Note: (Any 3) (5 marks each) [15]

- i) Brand architecture
- ii) Green marketing
- iii) The Big Five model
- iv) Brand awareness pyramid
- v) Brand hierarchy

-- X -- X --