

Program: T.Y.B.A.M.M.C Semester: VI Program Code: 4000166
Course: Brand Management Course Code: BAMMC
EABM-2602
Duration: 2 ½ Hours Examination Pattern: Choice Based – 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 Case study

Tata Tea launched a new product line called “Tata Tea Immuno+”, a tea variant enriched with Tulsi, Ginger, and Vitamin C. The brand is positioned as a health-support beverage for working professionals and families. The packaging highlights “Immunity Boost”, and the brand uses social media campaigns featuring doctors, fitness influencers, and short educational videos on wellness. Tata Tea also collaborated with online grocery platforms like Blinkit and BigBasket to offer combo packs and discounts.

- a) What is brand positioning? Explain Tata Tea's positioning strategy. [08]
- b) Suggest any four IMC tools suitable for promoting Tata Tea Immuno+. [07]

Q. 2 Answer the following.

- a) What is Permission Marketing? State its benefits. [08]
- b) Distinguish between Brand v/s Product. [07]

OR

- c) Explain the concept of Brand Equity and state its importance. [08]
- d) Explain the concept of One-to-One Marketing and its components. [07]

Q. 3 Answer the following.

- a) What is Brand Globalization? State the advantages of Global Branding. [08]
- b) What are the challenges and opportunities in branding? [07]

OR

- c) Explain Green Marketing and its importance in modern branding. [08]

d) Explain the role of Brand ambassadors and celebrities in branding. [07]

Q. 4 Answer the following.

a) Explain the Brand Value Chain Model with a suitable example. [15]

OR

b) What is Global Marketing Program? Explain its features. [15]

Q. 5 Short Note: (Any 3) (5 marks each)

a) Brand Mantra [15]

b) Slogan

c) Co-branding

d) Brand Repositioning

e) Everyday Low Price (EDLP) Strategy

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