

Program: M.COM PART - I Semester: II Program Code: 2120361
Course: Brand Management Course Code: 59122

Duration: 2 Hours Examination Pattern: NEP-Autonomous / External Max. Marks: 50

Instructions:

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

Examination:

REGULAR

- Q. 1 Analyse the case and answer the questions that follow : [10]**
GlowUp Skincare
GlowUp is a well-known Indian skincare brand popular for its herbal face creams and soaps. Over the years, the brand built a strong image of being natural, safe, and affordable. Due to increasing competition, the company decided to go for brand extension by launching GlowUp Men's Grooming products such as face wash and beard oil. After the launch, the company noticed that customers were confused about the brand's positioning. Many felt the new products did not clearly match GlowUp's original brand personality. Sales were average, and customer feedback on social media was mixed. To understand the issue, GlowUp conducted a brand audit and redesigned its communication to highlight its purpose-driven branding, focusing on sustainability, cruelty-free products, and self-care for all genders.
- (a) Identify the brand extension strategy used by GlowUp. [03]
(b) Why was a brand audit necessary for GlowUp? [03]
(c) How can purpose-driven branding help GlowUp improve its brand image? [04]
- Q. 2 Attempt any ONE of the following: [10]**
(a) Mention pricing strategy that is used to build brand equity.
OR
(b) Elaborate the steps of brand building including brand building blocks.
- Q. 3 Attempt any ONE of the following: [10]**
(a) State brand management meaning and enlist techniques for effective brand management.
OR
(b) Define brand leadership with help of an example. Provide methods on how to become a brand leader..
- Q. 4 Attempt any ONE of the following: [10]**
(a) What is brand personality? Highlight significance of brand personality in building a brand.
OR
(b) Explain the term brand measurement. Give techniques used by an organization for brand measurement.
- Q. 5 Attempt any ONE of the following: [10]**
(a) Illuminate the role of brand management in digital marketing.
OR
(b) Describe the term brand hierarchy. Explain the types of brand hierarchy and share examples as necessary.