

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary.
 3. Illustrate your answers with examples.

Q1. Case Study

Sting Energy Drink is a carbonated energy drink from PepsiCo International and produced by Rockstar Inc which contains 0.03% caffeine, a boosting drink for caffeine lovers. It was launched in the market at a much lower price than the well-renowned energy drink, Red Bull. It was launched in three different flavors which increased its weightage in the market and helped PepsiCo to retain its customers in the energy drinks market. But Sting did wonders in marketing their product. They put some simply amazing concepts in advertisements like get yourself a drink and you are energized enough to charge a car, well that's an impossible task but they struck the right chord. This led to towering growth in their sales. The sugar content in Sting is lower than many beverages in this segment. The brand is pegging itself in a much bigger segment of affordable energy drinks. Sting energy drink is now available at Rs 20 for a 250 ml bottle and Rs 30 for a 250 ml can.

Answer the following

- What is the basis of brand positioning? Which positioning has Sting Energy Drink used to create a global brand image? Give reason. (08)
- As a part of the brand management team, suggest any four Integrated Marketing Communication (IMC) tools. (07)

Q2. Answer the following

- State the importance of branding to consumers and firms. (08)
 - Summarize various types of brand elements used by brand manager. (07)
- OR**
- Explain the Brand Value Chain model with a suitable example. (08)
 - State the advantages and disadvantages of global branding. (07)

Q3. Answer the following

- Distinguish between experiential marketing, one to one marketing and permission marketing. (08)
 - Explain various ways to leverage secondary brand association to build brand equity. (07)
- OR**
- Suggest the various benefits a brand ambassador provides to manage brand in the age of contemporary scenario. (08)
 - Explain the Customer Based Brand Equity Model (CBBE) with example. (07)

Q4. Answer the following

- a. Explain qualitative research techniques in brief used for brand management. (08)
- b. When brand partnership takes place, state the benefits towards managing brands. (07)

OR

- c. What is brand repositioning? State the reasons for which brand repositioning takes place. (08)
- d. How cause marketing has helped brand manager to manage brand. State the advantages of cause marketing. (07)

Q5. Write Short Notes on (Any THREE)

(15)

- a. Scope of branding.
- b. Direct and indirect channels.
- c. Brand awareness pyramid.
- d. Online brand promotions.
- e. Green marketing.
