

[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. a Concept Questions (1 mark each)

(06)

- (i) Brand image
- (ii) Moving the brand down
- (iii) Slogan
- (iv) Flanker brand
- (v) Brand Hierarchy
- (vi) CEO

b. Case Study

Band-Aid is a brand of adhesive bandages by Johnson & Johnson has become a generic term for adhesive bandages in the United States, India and Australia. The brand now wishes to increase its portfolio by launching *Hand Sanitizer*

On the basis of the given information answer the following questions:

Questions:

- (i) What line extension strategy would you suggest? Justify your answer (03)
- (ii) Analyze the current brand personality based on Big Five scale. (03)
- (iii) Whom would you like as a brand ambassador based on the current brand personality? (03)

Q2. Answer the following

a. Brand Product matrix is important for an organization. Justify your answer by illustrating Brand Product Matrix for any one existing company with an explanation (08)

b. Define Brand and bring out the difference between a product and a brand. (07)

OR

c. Explain the four brand identity perspectives. (08)

d. What are the various types of brand leveraging? (07)

Q3. Answer the following

a. Illustrate and explain the brand awareness pyramid. (08)

b. What is a global brand? State the advantages and challenges faced by a global brand. (07)

OR

c. What is Rural advertising? Explain its various strategies adopted to build awareness in rural market. (08)

d. What is corporate image? What role does advertising play in building corporate image? (07)

- Q4.** Answer the following
- a. Explain the Brand Asset valuator (BAV) with Power grid. (15)
- OR**
- b. Elaborate the role of Corporate Social Responsibility in building a brand. Give examples of any two brands. (08)
- c. What is Rebranding? Explain two methods of rebranding. (07)
- Q5.** Write Short Notes on (ANY THREE) (15)
1. Brand building imperatives
  2. Retail Brands
  3. Category Brand Manager
  4. Co-branding
  5. Multi-branding strategy

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