

[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) Explain the following concepts: -

1. Unaided awareness
2. Brand Association
3. Composite Co- Branding
4. Range Brand
5. Corporate Image
6. ~~Service Brand~~ *segment customer brand*

(6)

(b) Case Study:

Tibetan and Chinese quick-service restaurant (QSR) chain Wow! Momō has forayed into fast-moving consumer goods sector with its frozen momos. Initially the frozen momos will be available via Big Basket in 10 major cities of India.

On the basis of the above information answer the following:

1. What line extension strategy would you suggest? Justify. (3)
2. Analyze the current brand personality of Wow! Momos using the brand personality scale. (3)
3. Who would you like to use as a Brand Ambassador based on the Brand Personality and why? (3)

Q2.

- a. What are the four brand identity perspectives (8)
 - b. State and briefly explain the various types of Brand-leveraging strategies? (7)
- OR
- c. What is Brand revitalizing? Explain with example the ways in which revitalizing can be done. (8)
 - d. Describe the various practices that can be used for successful retail branding. (7)

Q3.

- a. Explain various advantages of building a strong brand image? (8)
 - b. How can CSR activities be used for Brand Building? (7)
- OR
- c. Explain various stages of growth and maturity of brands with a suitable example (8)
 - d. What are Brand Building Imperatives (7)

Q4.

- a. Explain the Brand Asset valuator (BAV) with Power grid. (15)
- OR
- b. Elucidate Brand Building Blocks. (8)
 - c. Write a note on Corporate Advertising (7)

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Q5. Write Short Notes on (ANY THREE)

(15)

- a. Brand v/s Product
- b. Service Brands
- c. Brand Loyalty Pyramid
- d. Rural Advertising
- e. Global Brand Manager
