

[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
 4. Rewrite the questions for Q1.a and b.

Q1. a. Multiple Choice Questions (ANY EIGHT)

(08)

1. _____ is not a scope of branding. (Physical goods, Services, Retail, Savvy customers)
2. The tagline of Bournvita is _____. (The Taste of India, Taan ki shakti Man ki shakti, Kuch meeta ho jaye, Daag Acche Hain)
3. _____ is quantitative research technique. (Completion, Comparison, The Big Five, Brand Response)
4. _____ is discount pricing policy. (Value pricing, Cost-based pricing, Everyday-low pricing, Introductory pricing)
5. Brand Asset Valuator (BAV) model was given by _____. Global Advertising Agency. (Omnicom Group, WPP PLC, Young and Rubicam, Ogilvy, and Malher)
6. Under _____ value stage, does marketing activities like product research, design and development take place. (Program Quality Multiplier, Marketing Programme Investment, Customer Mindset, Investor Sentiment Multiplier)
7. Product mix is also known as _____. (Product assortment, Product line, Product catalogue, Product classification)
8. A _____ brand is defined as a brand that is used in more than one product category but is not necessarily the name of the company or corporation. (Range/Family, Corporate, Modifier, Individual)
9. _____ individual brand is presented to consumer as a parent company. (LUX- Unilever, Swiggy, Zomato, IKEA)
10. Managing brands for the long run involves _____. (reinforcing, rejection, accepting, enacting)

b. State whether the following statement is TRUE or FALSE (ANY SEVEN)

(07)

1. Branding is a strategic point of view, not a select set of activities.
2. Brand awareness consists of brand recognition and brand recall performance.
3. Relationship marketing attempts to provide a more holistic, personalized brand experience to create stronger consumer ties.
4. Channel strategy includes the design and management of intermediaries such as wholesalers, distributors, brokers, and retailers.
5. Licensing creates contractual arrangements whereby firms can use the name, logos, characters, and so forth of other brands to market their own brands for some fixed fee.
6. Brand Personality can be defined as a set of human characteristics associated with a brand.
7. Aided recall could be gauged by asking the respondent to mention the brands in a particular product category.
8. Brand strength measures the ability of the brand to secure the delivery of expected future earnings.
9. The breath of a branding strategy describes the number and nature of different products linked to the brands sold by the firm.
10. Green marketing is the marketing of products that are presumed to be environmentally safe.

- Q2. Answer the following (08)
- a. Point out the difference between Brand versus Product. (08)
 - b. Infer the term Integrated Marketing Communication (IMC). Bring out the various tools of IMC used by a brand manager. (07)

OR

- c. Construct the Brand Value Chain model in detail with example. (08)
- d. Illustrate the Brand Product Matrix with examples. (07)

- Q3. Answer the following
- a. State the various criteria for choosing the brand elements, if you are appointed as a brand manager for a new product. (08)
 - b. Summarize the Brand Asset Valuator (BAV)-model in brief. (07)

OR

- c. Discuss the term cause marketing . Highlight its advantages for the companies. (08)
- d. Describe the term Brand positioning. State its importance. (07)

- Q4. Answer the following
- a. Infer the term brand personality. State the big five model of brand personality. (08)
 - b. What are brand extensions? Explain its advantages and disadvantages. (07)

OR

- c. Discuss the Customer Based Brand Equity (CBBE) model with example. (08)
- d. Explain perceived quality and relationship marketing in product strategy. (07)

- Q5. a. Write Short Notes on (ANY THREE) (15)
- 1. Importance of brand to customers.
 - 2. Brand leveraging.
 - 3. Brand awareness pyramid.
 - 4. Brand hierarchy.
 - 5. Revitalizing brand.

OR

b. Case Study

The Body Shop is a British skincare, perfume, and cosmetics company and has a range of 1000 products and sells over 3000 plus franchised and owned stores. The brand believes in cruelty-free products where no animals are harmed while making the products. It uses fresh and sustainable ingredients and has found alternative technologies for testing on animals. Today consumers are looking forward to maintaining a healthy lifestyle and use organic products on their skin. The Body Shop has been positioned strategically to meet these requirements. They meet the customer's need for a healthy lifestyle by using all natural and organic ingredients like seaweed, sugarcane, aloe vera, honey, tea tree, etc. The brand puts forward the environmental concern and campaigns against animal testing of the products. It is one of the very few cosmetic companies that promote health more than glamour and does not use conventional advertising to promote the brand.

Questions

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