

[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 a specific term that includes a name, symbol, sign or design given to a product for easy identification. (Advertising, Brand, Packaging, Promotions)
2. _____ gives consumers a compelling reason what they should buy it. (Unique Selling Proposition, Unique Selling Position, Unique Stock Proposition, Unique Selling Portion)
3. Global brands must build _____ strong brand strength, brand stature & power on key factors that drive brand in the market. (consistency, complexity, flexibility, composite)
4. Brand _____ strategy helps marketers determine which products and services to introduce, and which brand names, logos, symbols, and so forth to apply to new and existing products. (packaging, asset, value chain, architecture)
5. Brands can reduce _____ in making product decisions for a customer. (costs, expenses, risks, confusions)
6. Jingles are musicals _____ written around the brand. (tone, sound, message, creativity)
7. Every _____ crucial goal is to develop a strong brand position and build brand resonance. (retailers, employee, manufacturers, marketers)
8. Reinforcing brand meaning may depend on the nature of brand _____ involved. (associations, attachments, assets, awareness)
9. Brands indicate _____ of product, the consumer is buying. (quantity, reason, benefits, quality)
10. In case of service brands, the _____ include the customers' experience. (non-tangible, tangible, service, engagement)

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

(07)

1. To retailers and other channel members distributing products, brands provide several important functions.
2. Personal selling is a person-to-person process by which the seller learns about the prospective buyer's wants and seeks to satisfy them by making a sale.
3. Young & Rubicam (Y&R) a major global advertising agency, measured brand equity for 450 global brands and more than 8,000 local brands in twenty-four countries.
4. Corporate brands use the same name for all of their products.
5. A logo helps in reinforcing brand positioning by creating a recognizable visual identity.
6. URLs (Uniform Resource Locators) specify locations of pages online and are also referred to as domain names.
7. The supplier multiplier determines the extent to which the value shown by the market performance of a brand is manifested in shareholder value.
8. If a brand extension is profitable, it always contributes to overall brand growth.
9. Once a product is outdated, it can never become relevant again.
10. Any paid form of non-personal communication through mass media about a service or product or an idea by a sponsor is called promotion.

Q2. Answer the following

- a. How would you use the Customer-Based Brand Equity (CBBE) model to strengthen the brand equity of Patanjali? (08)
- b. Evaluate the role of channel strategy in sustaining a brand. How do direct and indirect distribution channels influence market success? (07)

OR

- c. If you were a brand manager at HDFC Bank, how would you use the Big 5 Model of Brand Personality to position the brand? (08)

- d. What is the Brand Product Matrix, and why is it important? Illustrate with examples. (07)
- Q3. **Answer the following**
- a. How does experiential marketing help brands build customer loyalty? Provide reasons and examples. (08)
- b. Using Brand Awareness Pyramid, analyze how a new startup brand can establish brand awareness (07) in a competitive market.
- OR
- c. If you were launching an FMCG brand in India, how would you structure its brand hierarchy for (08) long-term growth? Develop a strategic model.
- d. Define brand identity with examples from Amul and Tata. (07)
- Q4. **Answer the following**
- a. Explain Qualitative Research Techniques used in branding. How do brands use these techniques to (08) understand consumer perception?
- b. What factors influence a company to revitalize a brand? Analyze how successfully executed brand (07) revitalization strategies.
- OR
- c. What are the key differences in brand positioning strategies between Airtel and Jio? (08)
- d. Explain different pricing strategies used to sustain brand in market with examples. (07)
- Q5. a. Write Short Notes on (ANY THREE) (15)
1. Point of parity.
 2. Permission marketing.
 3. Brand response.
 4. Moving a brand down.
 5. Brand elements.
- OR
- b. **Case Study**
- A great example of brand positioning is Disney. With movies, T.V. shows, theme parks, colouring books, and baby clothing (to name only five of its many products). One successful brand extension is the Disney English-language training centre. Though less ingrained in popular culture than other Disney products, this extension has been incredibly successful in China. It is especially important to highlight because as an international brand, it faced even more obstacles than other extensions by navigating a vastly different culture and an audience with an entirely different set of values. After identifying an international opportunity, Disney leveraged its unique strengths, like its unparalleled customer experience and focus on entertaining children, to break into an incredibly lucrative niche in China. Disney English, centres for teaching young children the English language, opened in Shanghai in 2008, according to McKinsey & Company, simultaneous with the development of the city's Disneyland park. Disney English is now in more than nine cities in China, with more than 30 locations. Further, the extension is helping the main Disney brand to flourish in a country that is not as familiar with its trademark "magic." As McKinsey & Company's article notes, "In a country where Disney's films and merchandising have yet to establish a broad market presence, using language learning to attract small children and their families looks like a great entry point to the world's biggest market and a sound investment in nurturing a future consumer base for Disney products." In this way, the extension capitalizes on both leverage and logic, bringing value to both consumers and the main brand in several ways.
- Questions**
- a. Analyze the key brand positioning strategies Disney used to establish Disney English in China.
- b. Based on Disney's approach, propose a strategic brand extension that could help your company enter a new foreign market (08)
- (07)
- *****