

SANT GADGE BABA AMRAVATI UNIVERSITY , AMRAVATI
H.V.P.M.'s
College of Engineering & Technology, Amravati
MASTER OF BUSINESS ADMINISTRATION (BI-ANNUAL PATTERN)
SEMESTER – III (CBPAS) EXAMINATION OF SUMMER-2020
Brand Management

Time – One Hour

Max. Marks – 20



Note:

- 1) Figures to the right indicate marks**
- 2) Each question set carries 10 marks.**
- 3) Solve any two set of questions**

Q.1 (1.1) Explain how branding plays an important role in the formulation of marketing mix and how facilitate buyer behavior. 2M

(1.2) David Ogilvy, the father of Creative Advertising says, “Brand Personality and Brand Image are the same” Discuss the statement with suitable examples. 2M

(1.3) Explain the concept of category related and image related Brand Extension with suitable examples. 2M

(1.4) Identify and discuss the Brand Extension strategy of:- 2M

- (1) Fair and lovely fairness cream
- (2) Nirma detergent powder

(1.5) What is the importance of developing living and non-living characters and add

personality and meaning to it in the context of Brand symbols. 2M

Q 2. (2.1) 80% of consumer learning of Brand Name happen through their eyes. It is easier to link in memory visual elements rather than words. From consumer and marketer point of view. Comment on Brand character association of:- 2M

(1) AT&T Cement

(2) CEAT Tyres

(2.2) Explain various steps in the process of Brand Assessment. 2M

(2.3) Reckit Benckiser has launched a new ranged hair removal creams under its “VEET” Brand. The new ‘VEET’ combines the ease of use and convenience with special ingredients to give care to every skin type. Assuming yourself as marketing research executive, conduct Brand assessment survey for VEET extension. 2M

(2.4) What do you mean by ‘Brand Portfolio’? 2M

(2.5) Certain companies have their growth on acquiring and building rich Brand Portfolio. Discuss in brief the brand Portfolio of:- 2M

(1) Hindustan Unilever Limited (HUL)

(2) Product and Gamble (P and G)

Q .3 (3.1) In the context of financial aspect explain the relationship between Brand Value and Brand Equity. 2M

(3.2) Brand Equity can be calculated on the basis of customer based method. A talcum powder has following attributes:- 2M

- | | |
|-------------------------|----------------|
| (1) Freshness | (2) Fragrance |
| (3) Long lasting effect | (4) Appearance |

(3.3) Desirability Justify the importance of rating method to calculate Brand equity of Brand 'X' of talcum powder. 2M

(3.4) Discuss in brief Brand Repositioning or Brand Revitalization Strategy. 2M

(3.5) What is Celebrity Brand Endorsement ,Describe the concept in brief with suitable examples. 2M

Q.4 (4.1) Differentiate in brief on Brand identity and Brand image with their comparative analysis . Justify your points with example . 2M

4.2 Write Short notes on 1. Brand Hierarchy 2M

4.3 What are different steps involved in brand building process ? Explain the advantage of a brand management process to retailers , customers and manufactures 2M

4.4 Discuss the Brand extension strategy of 1. Hero 2. Gillette 2M

4.5 Write Short notes on Brand Equity 2M