

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2019 - 20 Examination

Semester: 4
Subject Code: 06203251
Subject Name: Strategic Brand Management

Date: 11/12/2019
Time: 2:00 pm to 4:30 pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Answer in Brief –Short Direct Questions (Attempt any Five out of Seven) (Each Question 3Marks) (15)

1. What are secondary brand associations?
2. What is brand architecture?
3. What are projective techniques? Why are they important in measuring sources of brand equity?
4. Explain two challenges faced by marketers today.
5. Explain the different types of brand extensions with examples.
6. What is personalized marketing? What concepts are marketers adopting to personalize marketing?
7. Explain Desirability and Deliverability criteria or choosing points of Difference.

Q.2 Answer the following questions. (10 marks each)

- A).** Choose the logo or symbol of any popular brand in India and evaluate it in terms of the criteria for choosing brand elements. **(10)**
- B).** You are the marketing manager of a company manufacturing PenDrives. Explain the advantages and disadvantages of advertising this product on TV, Radio, and in Print medium. **(10)**
- C).** Bata, at one time used to be the market leader in footwear industry in India. But with the advent of new foreign players like Nike, Adidas, etc, it is lagging behind. If you were to revitalize this brand in India, what strategies would you adopt? **(10)**

Q.3 Case Study (15)

Honda Activa and Suzuki Access are two big brand names in the scooter segment of India. In your opinion, which one enjoys a better brand equity? Analyse these brands in terms of the building blocks of CBBE Pyramid model and justify your answer.