

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2017 - 18 Examination

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

Date: 21/05/2018
Time: 10.30 am to 1.00 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 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Choose the odd option in context of "Brand knowledge" _____.

a) Thoughts, Feelings	c) Finance, Administration
b) Images, Experience	d) Experiences, Beliefs
- 2 Which is considered the heart of all communication?

a) Media	c) Meaning
b) Medium	d) Message
- 3 Which is an ideal option where the company offers as a form of certificate that is introduced in the pack?

a) Branded Offers	c) Coupons
b) Sampling	d) Price- Off
- 4 Which is the relevant option in "Co-branding"?

a) Use of two or more brand	c) Use of unique logo colour scheme
b) Use of market strength, brand awareness	d) All three
- 5 Brand Extension is the use of an established brand name in new _____.

a) Product Categories	c) Both 'a' & 'b'
b) Service Categories	d) None of the above

B). Define the following. (Each of 1 mark) (05)

1. Brand Equity
2. Brand Performance
3. Celebrity Endorsement
4. E-Branding
5. Brand Strategies

C). Direct questions. (Each of 1 mark) (05)

1. Who takes branding decision in a company and why ?
2. Why does a company choose a non-celebrity personality to endorse its brand?
3. What is the ultimate advantage of Branding?
4. What is the corporate Branding?
5. List out the four steps of brand building?

Q.2 Answer the following questions.

A). Develop a brand strategy for a newly launch Prickly Heat Powder of a well known Indian Brand of your choice (07)

B). Differentiate between Family vs. Individual Branding with example(s).. (08)

Q.3 Answer the following questions.

A). What would be the ideal steps to create a Brand Portfolio of an Advertising Agency? (07)

B). Choose a Brand of your choice and explain the measuring source(s) of the Brand Equity of that particular Brand. (08)

Q.4 Attempt any two questions. **(Each of 7.5 mark)**

(15)

1. Conduct a SWOT Analysis of a brand of your choice in FMCG Category.
2. With the help of Product Life Cycle (PLC) explain the role of Brand Extension
3. Explain the price adaptation strategies with citing example in each decision areas
 - a. Geographical pricing
 - b. price discount and allowances
 - c. Promotional pricing
 - d Discriminatory Pricing.
4. Develop a media Plan for promoting a healthcare brand in Gujarat.