

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2018-19 Examination

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

Date: 22/04/2019
Time: 10:30 am to 01:00 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. (Each of 1 mark) (05)

1. _____ can be branded.

a) Organizations	c) Retailers
b) Both (a) and (b)	d) Neither (a) and (b)
2. There are 3 components of Customer based brand equity. Which of the following is not a correct one.

a) differential effect	c) brand knowledge
b) consumer response to marketing.	d) brand perception
3. Musical messages written around the brand is called _____.

a) Jingle	c) Brand Tagline
b) Punchline	d) Advertisement
4. Creating differentiated product for various target customers considering their needs is called ____

a) Customization	c) Private Label
b) Mass Production	d) None of these
5. USP is the unique aspect among similar competing products. The statement is

a) False	c) True
b) Need More Information	d) Can't be answered, No correct answer

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

1. Repositioning
2. Cash Cow Brands
3. Brand Hierarchy
4. Brand extension
5. Brand Image

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

1. What is the function of Brand Architecture Strategy?
2. Mention the two necessary requirements for selecting a celebrity.
3. There are the four main steps of Strategic Brand Management Process. mention any two.
4. What is Brand recognition ?
5. What is Perceived quality ?

Q.2 Answer the following questions.

A). Mention what are the brand elements. Describe each in detail with suitable examples. (07)

B). Differentiate Co-branding vs Ingredient Branding. Give suitable examples. (08)

Q.3 Answer the following questions.

A). Explain the benefits of Brand, for both – Consumers as well as Companies. Take at least 4 examples to explain the benefits. (07)

B). Differentiate House of Brands vs. branded house. (08)

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

(15)

1. Pick a category basically dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? What are their main points-of-parity and points-of-difference? Have they defined their positioning correctly? How might it be improved?
2. What are brand Mantras? Create possible brand mantras for
 1. Lulla Classes: A BCOM Coaching Class
 2. Flipkart.com
3. Explain importers of flankers with suitable examples. How it is useful for Market Leader as well as Market Challenger?
4. Explain in Brief: Brand Revitalizing Strategies.