

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons) Winter 2018 – 19 Examination

Semester: 5

Date: 03/11/2018

Subject Code: 16103303

Time: 10.30 am to 1.00 pm

Subject Name: Strategic Brand Management

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 one mark)****(06)**

1. A brand is a Name, Sign, Symbol or design or a combination of them intended to _____
the goods and Services from one seller to another
 - a) Identify
 - b) marketing
 - c) Selling
 - d) Profit
2. A Brand equity explains why different outcomes result from the marketing of a branded product or services than if it were not branded.
 - a) True
 - b) False
3. A For effective target market, marketer should focus on....
 - a) Market positioning
 - b) Market segmentation
 - c) Market targeting
 - d) All of the above
4. A When a firm used an established brand name to introduce new product is known as
 - a) Brand extension
 - b) Category extension
 - c) Parent brand
 - d) New product
5. A Brand equity occurs over a period of time
 - a) True
 - b) False
6. A These are the reasons for going international market
 - a) Perception of slow growth
 - b) Need to diversify the risk
 - c) To reduce the cost from economies of scale
 - d) All of the above

B) Definitions / One-liners / Terms. (Each of one mark)**(06)**

1. What do you mean by brand?
2. What do you mean by brand positioning?
3. Define brand strategy?
4. Define Market segmentation
5. what do you mean by Brand extension
6. Define Brand knowledge

Q.2 Numerical / Short Note Questions. (Each of 04 mark)**(12)**

1. Explain major advantages of Brand extension
2. Explain brand equity in detail
3. Discuss brand revitalizing

Q.3 Answer the following. (Any Three)**(18)**

1. Discuss brand reinforcement in detail
2. What do you mean by Brand? Explain its elements in detail
3. Explain customer based brand equity in detail
4. Explain managing brand over geographic boundaries

Q.4 Answer the following. (Any two)**(18)**

- 1) Explain advantages and disadvantages of brand extension in detail
- 2) Discuss measuring source of brand equity in detail
- 3) Explain 3C's of branding in detail