

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com. (Hons) Winter 2019 – 20 Examination**

Semester: 5

Date: 29/11/2019

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 them if it were not branded.

- |         |          |
|---------|----------|
| a) True | b) False |
|---------|----------|

3. A product line is a group of Products within a product category that are closely related

- |         |          |
|---------|----------|
| a) True | b) False |
|---------|----------|

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 Revitalizing of brand means prominent and admired brands that have fallen on hard times and make impressive brands

- |         |          |
|---------|----------|
| 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. list out the elements of brand
3. What do you mean by Brand positioning?
4. Define brand strategy?
5. Define brand extension?
6. What do you mean by Brand knowledge?

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

1. Explain brand positioning in detail
2. Explain brand equity in detail
3. Brand revitalizing

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

1. Discuss brand reinforcement in detail
2. What do you mean by Brand? explain elements of brand equity in detail
3. Explain pros of brand extension in detail
4. Explain the reasons of going international in detail

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

1. Explain pros and cons of brand extension in detail
2. Explain 3 C's of branding in detail
3. What is brand strategy? Explain its implementation in detail