

**2 ½ Hours**

**75 Marks**

**Note: 1. All questions are compulsory**  
**2. Figures to the right indicate marks.**

**Q1. Answer the following (Any Two) (15)**

- 'Brands are very important to consumers.' Justify this statement with reasons.
- Explain the various steps in the strategic brand management process.
- Define positioning. Explain the importance of positioning for a brand.

**Q2. Answer the following (Any Two) (15)**

- Explain the various types of brand elements. Which brand element is the most important according to you?
- What is experiential marketing? Explain (with examples) how it can be effectively applied in today's times?
- What is co-branding? Explain the advantages and disadvantages.

**Q3. Answer the following (Any Two) (15)**

- Discuss the brand value chain in detail.
- Explain the qualitative research techniques in detail.
- Discuss Young & Rubicam's model.

**Q4. Answer the following (Any Two) (15)**

- Write a note on Brand Hierarchy.
- Define cause-related marketing. Do you think cause-related marketing is the need of the hour?
- Explain brand revitalisation and brand reinforcement.

**Q5. Case Study (15)**

A great example of brand positioning is Disney. With movies, T.V. shows, theme parks, coloring books, and baby clothing (to name only five of its many products).

One successful brand extension is the Disney English-language training center. Though less ingrained in popular culture than other Disney products, this particular extension has been incredibly successful in China. It is especially important to highlight because as an international brand, it faced even more obstacles than other extensions by navigating a vastly different culture and an audience with an entirely different set of values.

After identifying an international opportunity, Disney leveraged its unique strengths, like its unparalleled customer experience and focus on entertaining children, to break into an incredibly lucrative niche in China. Disney English, centers for teaching young children the English language, opened in Shanghai in 2008, according to McKinsey & Company, simultaneous with the development of the city's Disneyland park. Disney English is now in more than nine cities in China, with more than 30 locations. Further, the extension is helping the main Disney brand to flourish in a country that is not as familiar with its trademark "magic." As McKinsey & Company's article notes, "In a country where Disney's films and merchandising have yet to establish a broad market presence, using language learning to attract small children and their families looks like a great entry point to the world's biggest market and a sound investment in nurturing a future consumer base for Disney products." In this way, the extension capitalizes on both leverage and logic, bringing value to both consumers and the main brand in a number of ways.

**Questions:**

- a. Define brand extension. Explain the advantages that Disney will get from Brand extensions.
- b. 'Brand extensions have increased brand equity for Disney' Explain sources of brand equity in context of the given case.

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