

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary
 3. Illustrate your answers with examples
 4. Rewrite the questions for **Q1.a and b.**

Q1. a. Fill in the Blanks (ANY EIGHT)

(08)

1. _____ form consumers overall evaluations of a brand and often form the basis for brand choice.(Brand attitudes, Brand credibility, Brand judgment)
2. _____ creates contractual arrangements whereby firms can use the names, logos, characters of other brands to market their own brands for some fixed fee.(Patents ,Licensing, Co-Branding)
3. _____ can be a means to renew interest in and liking for the brand.(Brand Image, Brand Extensions, Brand width)
4. The brands those are kept around despite dwindling sales because they manage to hold on sufficient number of customers and maintain their profitability with virtually no market support are called as _____. (Dogs, Question marks, Cash Cows)
5. The rapid Expansion of the internet and continued fragmentation of mass media have brought the need for _____ into sharp focus.(Experiential Marketing, Personalized Marketing, Integrated Marketing)
6. The first stage in CBBE model is _____.(Brand Identity, Brand Meaning, Brand Response)
7. _____ have been identified as branded items in a diverse set of durable and semi durable goods categories that are not directly comparable to other items carrying the same brand name. (Brand extensions, Brand variants, Brand Architecture)
8. _____ implies that the organization's products and services bear a wide variety of brand names as opposed to the organization's brand.(Brand width, Branded house ,House of Brands)
9. _____ is a scenario where the consumer fears purchasing and consuming product from another brand which they does not trust.(Brand Awareness, Brand resonance, Brand loyalty)
- 10.The combination of Esteem and Knowledge forms _____ which reflects current brand performance and is a strong strategic indicator.(Brand Stature, brand strength, Brand Value)

b. **State whether the following statement is TRUE or FALSE (ANY SEVEN) (07)**

1. Extensions can help to clarify the meaning of a brand to consumers and define the kinds of markets in which it competes.
2. The brand name should be familiar and meaningful.
3. Brand Judgments are opinions and perceptions formed by the competitors.
4. Brand strength measures the portion of the consumer decision to purchase that is attributable to brand exclusive of other purchase drivers such as price or product features.
5. The breadth of a branding strategy describes the number and nature of different products linked to the brands sold by a firm.
6. Commonality is not the criteria for IMC programs.
7. Achieving the right brand identity means creating resonance with the customers.
8. The indirect approach to building brand equity is leveraging secondary brand associations for the brand.
9. The purpose of Flanker brands typically is to create stronger points of Parity with competitor's brands.
10. Television, Smart watches, Computers, Smart phones are high technology products with strong functional images.

Q2. **Answer the following**

a. Diagrammatically explain Strategic Brand Management process. (08)

b. Explain Integrated Marketing Programs and Activities. (07)

OR

c. Explain the Residual and Valuation approaches of Holistic methods. (08)

d. What is Brand Awareness? Explain the various elements to build awareness with examples (07)

Q3. **Answer the following**

a. Define Brand Positioning. What is the importance of Brand Positioning? (08)

b. What are the various Qualitative Research techniques .Explain the Projective techniques. (07)

OR

c. Explain the Brand-Product Matrix. Illustrate with example. (08)

d. Explain the Direct Channels in Channel strategy. (07)

Q4. **Answer the following**

a. Explain the Brand Value Chain in detail with the help of a diagram. (08)

b. Explain the Consumer Based Brand Equity Model (07)

OR

c. Explain the important factors in predicting the extent of leverage from linking the brand to another brand. (08)

d. Explain the advantages and disadvantages of Brand Extension. (07)

Q5. a. **Write Short Notes on (ANY THREE)**

(15)

1. Brand Resonance
2. Experiential Marketing
3. Conjoint Analysis
4. Brand Architecture
5. Green Marketing

OR

b. **Case Study**

UNICEF launched its “Tap Project” campaign in 2007, which asked diners to pay \$1 for a glass of New York City tap water in restaurants, with the funds going to support the organization’s clean water programs. That was the first time UNICEF had run a consumer campaign in over 50 years. The UNICEF logo was featured on the Barcelona soccer team’s jersey from 2006 to 2011 under an arrangement in which the team donated \$2 million annually to the organization. UNICEF launched another consumer campaign in the UK in February 2010. This five-year “Put it Right” campaign features celebrity ambassadors for the organization and aims to protect the rights of children. One of UNICEF’s most successful corporate relationships has been with IKEA. The partnership, which also emphasizes children’s rights, was established in 2000 and encompasses direct donations from IKEA and an annual toy campaign, the sales from which directly benefit UNICEF programs.

Questions:

- a. What is Cause Marketing? Bring out the importance of cause marketing with regards to brand UNICEF. (08)
- b. What is Co-Branding? How and why a big brand like UNICEF is building its brand via this strategy from the above case. Illustrate. (07)
