

11:00 AM To 1:30 PM
06/01/2015

T.Y.B.M.M. (CBSGS) (75-25) Library
(Sem-V)
[Advertising :- Brand Building]

QP Code : 11267

(2½ Hours)

[Total Marks : 60]

- N. B. : (1) All questions are compulsory.
(2) All questions carry equal marks.
(3) Give suitable examples & diagrams wherever necessary.

1. (a) Define the following concepts :-

- (i) Brand Awareness
- (ii) Silver Bullets
- (iii) Ingredient Co-Branding
- (iv) Generic Brand
- (v) Corporate Branding
- (vi) Extended Identity.

(b) Read the following case and answer the questions given below :-

Pizza hut is facing severe competition in the market because of new players entered in the market and hence the sales were decreasing. As a Brand manager answer the following questions.

- (i) What re-positioning strategy should be used to help the brand sustain in the market. 3
- (ii) Define the new target audience and thereby the user Imagery. 3
- (iii) What is the current Brand personality and create a new Brand personality using the Big Five. 3

2. (a) Define Branding? Explain the process of Branding. 7

(b) Explain the Brand Product Matrix. 8

OR

2. (a) What is Brand Identity? Explain the four dimensions of Brand Identity. 7

(b) Explain the term multi-Branding? Highlight the advantages of multi Branding strategy. 8

3. (a) What is Brand positioning? Explain the four components of Brand positioning? 7

(b) What is Brand Personality? Explain the Big Five of Brand Personality? 8

OR

3. (a) What is Co-Branding? Explain the types of Co-Branding. 7

(b) Explain Young and Rubicam Brand Asset Valuator (BAV) model? 8

4. Building strong Brands are difficult. In the light of the statement explain the Brand Building Blocks in detail. 15

OR

4. What is Brand leveraging? Explain various methods for leveraging a brand? 15

YB-Con. 84-15.

[TURN OVER]

5. Write short notes on (any **three**) :-
- (a) Difference Between Brand and Product
 - (b) Brand loyalty pyramid
 - (c) Brand Association
 - (d) Perceptual Mapping
 - (e) Moving Brand down.
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