

Programme: PGDMM

Examination: June 2017

Subject: Brand Management

Semester: III

Course : New

Marks : 70

Date: 12.06.2017

Time: 3.00 p.m. to 6.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What are the factors responsible for influencing the brand identity?
- b) Every brand has a unique selling proposition. Do you agree or disagree with the given statement? Justify your answer in detail using suitable examples.
- c) Taking an example of a high involvement product, explain the consumer purchase decision process.
- d) What is the primary role and goal of a product manager in an organization?

Q.2) Write short notes on (2 out of 5)

(Marks: 2X5=10)

- a) Measuring and interpreting brand performance
- b) Aaker's brand personality model
- c) Characteristics of brand essence
- d) Brand building feelings
- e) Passive perspective of consumer behaviour

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What is the importance of positioning a brand? As a brand consultant, what would you suggest should be characteristics of a powerful brand position?
- b) Explain the distinguishing features between points of parity and points of difference of a brand.
- c) Write a detailed note on Kevin Keller's brand value chain concept.
- d) Maruti Udyog Ltd. opened a set of new dealerships under the 'Nexa' brand. Explain this strategic move using the concepts of repositioning.
- e) Taking a suitable industry example, explain the service quality sub-dimensions as given by Parasuraman. How these be used for effective brand building?

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Having a strong brand has multiple benefits. What are the benefits of a strong brand?
- b) Explain the seven important factors that make companies pursue product line extensions as a key marketing strategy.
