

Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Brand Management

Semester: I

Program: BBA-EPRCC

Time: 03 hrs.

Course Code: MKTG1005

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions.		CO1
(a)	Mark the main challenges of a brand: (i) Economic downturn (ii) Increased competition (iii) Increased cost (iv) All of the above	2	
(b)	The brand personality of Dove reflects: (i) Sincerity (ii) Ruggedness (iii) Excitement (iv) None of the above	2	
(c)	A brand possesses the following opportunities: (i) Creating new partnerships (ii) Getting global recognition (iii) Leveraging customer's network (iv) All of the above	2	
(d) involves the design and implementation of marketing programs and activities to build, measure, and manage brand equity. (i) Customer loyalty (ii) Strategic brand management (iii) Corporate image (iv) Marketing performance	2	
(e) for a brand is essential to match it with the other resources. (i) Strategic fit (ii) Strategic brand management (iii) Branding	2	

	(iv) Brand loyalty		
(f)	Age and gender are the factors of environment, affecting consumer buying behavior. (i) Technological (ii) Economic (iii) Psychological (iv) Personal	2	
(g) is a set of human characteristics that are attributed to a brand name. (i) Strategic fit (ii) Branding (iii) Brand personality (iv) Consumer Perception	2	
(h) dictates that a consumer who truly believes in the value of a brand's offerings will often make frequent and repeat purchases from it instead of switching between brands. (i) Brand loyalty (ii) Brand awareness (iii) Brand positioning (iv) Brand association	2	
(i)	Points of are elements that a brand needs to be considered in the eyes of the consumer. (i) Parity (ii) Differentiation (iii) Uniqueness (iv) Competitiveness	2	
(j) comprises identifying the market to be segmented; identification, selection, and application of bases to be used in that segmentation; and development of profiles. (i) Positioning (ii) Segmenting (iii) Targeting (iv) None of the above	2	

SECTION B
4Qx5M= 20 Marks

Q 2	Attempt all questions.		CO2
(a)	Differentiate between brand image and brand identity.	5	
(b)	Explain the concept of strategic fit.	5	
(c)	Elucidate the importance of brand positioning in marketing promotion.	5	

(d)	Describe the concept of “Repositioning”.	5	
SECTION-C 3Qx10M=30 Marks			
Q 3	Attempt all the questions.		CO3
(a)	Discuss the different branding strategies may use by a company to launch a new product under the same brand parent name.	10	
(b)	Analyze the significance of brand value chain in managing stakeholder’s value.	10	
(c)	Design the market segmentations, targeting and positioning for the BMW X5 car in India. OR Compare the concepts of multi-branding and co-branding with a relevant example. How does two brands may get competitive advantage through co-branding?	10	
SECTION-D 2Qx15M= 30 Marks			
Q 4	Attempt all the questions.		CO4
(a)	Demonstrate each component of brand equity and design the strategies for improving the brand equity of a specific brand. Quote a real-life example to explain the brand equity.	15	
(b)	Explain the role of branding in influencing consumer buying behavior while purchasing any apparels. Elucidate the affect of prestige value and peer influence in moderating consumer buying decision. OR The trend shows significant decline in birth rate in the United States of America. Due to the companies catering baby care products are facing crisis in sales and revenue. Companies diversifying their product range and shifting their emphasis more on personal care products instead of baby care products in USA to overcome this revenue crisis. By keeping in mind, the concept of brand architecture, suggest the best branding strategies for such companies. What could be the possible advantages and disadvantages of introducing women personal care products in a company which is well-known for baby care products.	15	