[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. Multiple Choice Questions (**ANY EIGHT**) **(08)**
   1. _____ are the means by which firms distribute their products to consumers. (Parties, Retailers, Suppliers, Channels)
   2. _____is the act of creating a brand.(Promoting, Branding, Advertising, Drawing)
   3. _____ marketing promotes a product by not only communicating a product's features and benefits but also connecting it with unique and interesting consumer experiences. (Experiential, Personalized, Permission, Relationship)
   4. A brand if properly managed can be _____. (successful, superior, timeless, sophisticated)
   5. _____ are short phrases that communicate descriptive or persuasive information about the brand.(Rhythms, Slogans, Tone, Jingle)
   6. _____ and knowledge complete the hierarchy and combine to form the brand stature construct. (Differentiation, Relevance, Information, Esteem)
   7. Brand _____often represent key sources of brand value, because they are the means by which consumers feel brands satisfy their needs. (associations, competitions, building, complexity)
   8. The _____ determines the marketing program's ability to affect the customer mind-set and is a function of the quality of the program investment. (customer multiplier, market multiplier, supplier multiplier, program multiplier)
   9. A _____ is a means to designate a specific item or model type or a particular version or configuration of the product.(modifier, designer, graphics, creative)
   10.The brand _____ is the set of all brands and brand lines that a particular firm offers for sale to buyers in a particular category.(boundaries, associators, perception, portfolio)

b. State whether the following statement is TRUE or FALSE (**ANY SEVEN**) **(07)**
   1. Brands share a great relationship of goodwill with consumers.
   2. Brand elements, sometimes also called as brand identities.
   3. Marketers have been forced to use so many financial incentives or discounts as the marketplace has become more competitive.
   4. Personalized marketing tools play a strong role in helping marketers, incorporate customization on various levels of communication and marketing.
   5. Brand personality is defined as a set of human characteristics associated with a brand.
   6. The customer multiplier does not determine the extent to which value created in the minds of customer affects market performance.
   7. Revitalizing brands involves ensuring innovation in product design, manufacturing, and merchandising and ensuring relevance in user and usage imagery.
   8. Brand hierarchy is a system that organizes brands, products, and services to help an audience access and relate to a brand.
   9. Brand identity are customers' emotional responses and reactions to the brand.
   10 Brand resonance are customers' personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations.

Q2. Answer the following

a. Illustrate the Strategic Brand Management Process with example. (08)

b. An experiential marketing helps the brand manager to build customer loyalty? Give reason. (07)

OR

c. State the qualitative research technique for managing brand. (08)

d. Describe the term line extension? State its advantages. (07)

Q3. Answer the following

a. List down different types of pricing strategies used by D'mart brand manager to sustain the brand in the market. (08)

b. Summarize the Brand Asset Valuator (BAV) model in brief. (07)

OR

c. Diagrammatically represent the brand product matrix with example. (08)

d. Differentiate between Brand versus Product (07)

Q4. Answer the following

a. Reproduce Brand Value Chain model in detail with examples. (08)

b. State the various branding challenges and opportunities faced by brand manager for managing brand Zara. (07)

OR

c. What are brand elements? Explain the criteria for choosing brand elements. (08)

d. A brand is not built and manage domestically but also internationally. In the light of the above statement explain various factors considered for building global customer-based brand equity. (07)

Q5. a. Write Short Notes on (**ANY THREE**) (15)

1. Scope of branding
2. Types of leveraging.
3. Brand awareness pyramid.
4. Brand architecture.
5. Brand hierarchy.

OR

b. Case Study

It was a simple, one-line brief: Agar product chatpata ho, toh aapki aankh bandh honi chahiye, varna maza nahi aaya (if the product is tangy, then your eyes should close automatically to relish it, or else it is no fun). That was the lone instruction from Rajiv Kumar, vice chairman of the DS Group, for his R&D team working on the Pass Pass Pulse candy. So far, it has proved to be the only one that matters: Within a year of its launch, Pulse contributed over Rs 150 crore to the DS Group's kitty. With Pulse, the idea was to bring in some innovation in the hard-boiled candy segment, where changes are typically restricted to newer flavours. At the outset, they had observed that raw mango and mango flavour together constitute about 50 percent of the total candy market in India—of this, almost 26 percent was raw mango. It was clear to them that this was the flavour they wanted to innovate on. "Kaccha aam as a flavour is loved across all age groups and demographic markets. So, the right balance of this raw mango flavour mixed with tanginess gives you a very different feel and that is what has clicked. He also believes the candy market was largely skewed towards children, not so much the youth and adults. They sought to address this gap with Pulse.

Questions

a. Bring out the Customer Based Brand Equity model (CBBE) with regards to Pulse candy brand. (08)

b. State the point of parity and point of difference through the brand Pulse. (07)