0305E345   Candidate's Seat No :_____

MBA - II/III Semester-4/6 (D/E) Examination
Marketing - BM

Time : 2-30 Hours]   May-2024   [Max. Marks : 70

Instructions:

1. Questions 1 and 5 are compulsory. Questions 2, 3 and 4 have options.

2. Figures in brackets on the right indicate marks for that question.

Q-1. <u>Answer both the following questions</u>: (Both carry equal marks)   (14)

1. CBBE indicates the value of a brand from a customer's perspective. Comment and explain the drivers of CBBE.

2. Is branding simply naming a product or more? Comment and explain your ideas.

Q-2. <u>Answer the following questions</u>:   (Both carry equal marks)   (14)

1. Explain how you would set up a brand equity management system in an organization.

2. What quantitative research techniques can be used to measure brand image? Explain.

OR

Q-2. <u>Answer the following questions</u>: (Both carry equal marks)   (14)

1. What is brand hierarchy? Explain different levels giving examples. How can you create brand equity at the corporate level?

2. What are the different means through which a company can leverage secondary brand knowledge for its brand? Explain the role of 'country of origin' in creating secondary associations for a brand with the help of appropriate examples.

Q-3. **Answer the following questions:** (Both carry equal marks) **(14)**

1. What role do brand elements play in creating brand equity? What are various ways of naming a brand? Give examples.

2. What are different reasons for companies to adopt a multi-branded product portfolio?

OR

Q-3. **Answer the following questions:** (Both carry equal marks) **(14)**

1. What are the responsibilities of a brand manager in a product-based organization?

2. What is brand-product matrix? Draw the brand-product matrix for any company that you know and answer the following questions on basis of that matrix.
   a) What is brand line?
   b) What is brand portfolio?
   c) What is product mix?
   d) What is length and depth of product mix?

Q-4. **Differentiate between the following giving relevant examples: (Any four)**
(14)

1. Line extension vs Brand extension strategy
2. Points of Parity vs Points of Differences
3. Brand equity Charter vs Brand Equity Report
4. Brand salience vs Brand resonance
5. Line filling vs Line stretching strategy

Q-5. **Answer both the questions:** (Both carry equal marks) **(14)**

1. Give advantages and disadvantages of brand extensions. Give an example of a successful as well as a failure brand extension.

2. Consider brand Mc Donald's. Explain how different projective techniques can be used to identify sources of its brand equity. Which measures work best and why?