



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2023

Course: Brand Management

Program: MBA (Marketing)

Course Code: MKTG 2037

Semester: III

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.	Statement of question	Marks	CO
Q 1	Which factor is NOT considered a dimension of brand personality? A) Sincerity B) Competence C) Size D) Excitement	2	CO1
Q 2	Estimation of total brand value in financial terms are classified as A) Brand audit B) Brand Tracking C) Brand valuation D) Product valuation	2	CO1
Q 3	What role does emotional branding play in brand management? A) It reduces production costs. B) It fosters an emotional connection between the brand and consumers. C) It focuses solely on product features. D) It increases the speed of new product development.	2	CO1
Q 4	Which stage of the product life cycle is characterized by intensive advertising to create brand awareness and gain market share? A) Introduction B) Growth C) Maturity D) Decline	2	CO1
Q 5	What is brand equity? A) The financial value of a brand B) The emotional connection consumers have with a brand C) The total revenue generated by a brand in a fiscal year D) The number of products within a brand's product line	2	CO1
Q 6	_____ is when a current brand name is used to enter a new market segment in the existing product class. A) Category extension B) Line Extension C) Brand extension D) Market expansion		

Q 7	Which of the following is a measure of brand loyalty? A) Number of new customers B) Customer retention rate C) Total revenue D) Social media followers	2	CO1
Q 8	In the context of brand identity, what does the term "brand personality" refer to? A) The CEO's personal traits B) The emotional and human characteristics associated with a brand C) The product features D) The brand's financial health	2	CO1
Q 9	Define Brand Equity.	2	CO1
Q 10	What are different benefits of branding?	2	CO1
SECTION B 4Qx5M= 20 Marks			
	Statement of question		
Q 11	What is the purpose of a brand audit, and what aspects does it typically assess?	5	CO2
Q 12	Briefly explain the concept of a unique selling proposition (USP) and its role in brand differentiation.	5	CO2
Q 13	How can social media be leveraged for brand building? Explain with examples.	5	CO2
Q 14	What are the different types of Brand Extension? Discuss its advantages and disadvantages.	5	CO2
SECTION-C 3Qx10M=30 Marks			
	Statement of question		
Q 15	Discuss Brand Dynamics Pyramid with example.	10	CO3
Q 16	As you are aware 6 years back Maggie faced negative perception and faced brand crisis. Develop a crisis management plan outlining the immediate steps, communication strategies, and long-term brand recovery initiatives.	10	CO3
Q 17	Choose any brand in the automobile industry and explain its positioning strategy. Suggest a few other strategies which you would implement to strengthen brand. OR Digitalization has removed several barriers. How has it changed the way of Branding? Discuss.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
	Statement of question		

Q 18	<p>Maruti is maintaining good position in Petrol & Diesel Vehicle segment. Now, it wants to use its brand in EV segment. And planning to launch Electric Vehicle aggressively in Indian market. Suppose you are a brand manager of Maruti. Discuss various strategy you will suggest to launch the EV successfully. Also, what are various strategy you will suggest to strengthen the Brand.</p> <p style="text-align: center;">Or</p> <p>In the context of Vistara airline, discuss how the brand can effectively convey and reinforce its brand personality. Consider customer interactions, employee training, and online presence. Also suggest how company can strengthen its brand positioning</p>	15	CO4
Q 19	<p>Mamaearth brand wants to collaborate with influencers to increase its online presence. Identify suitable influencers, outline the terms of collaboration, and discuss how the brand can ensure customer engagement and increase brand loyalty.</p>	15	CO4