

Name:

Enrolment No:



UPES
End Semester Examination, December 2024

Program : BBA Core

Semester : III

Course Name : Brand Management

Time : 03 hrs

Course Code : MKTG2037

Max. Marks : 100

No. of page(s) : 4

Instructions: All questions are mandatory.

SECTION A
(2Marks *10 = 20 Marks)

S. No.	Multiple choice questions		
Q 1	A brand with a "rugged" personality would most likely be associated with which type of product? A) Luxury cars B) Outdoor gear and equipment C) Technology gadgets D) Fast fashion		CO1
Q 2	Which of the following is NOT typically part of a brand story? A) The brand's origin and history. B) The challenges the brand has faced and overcome. C) The detailed technical specifications of the brand's products. D) The brand's vision and mission.		CO1
Q 3	Which of the following best describes a "niche" positioning strategy? A) Targeting a broad market with mass appeal. B) Focusing on a specific segment of the market with specialized needs. C) Competing on price by offering lower-cost products than competitors. D) Offering a product with the latest technology to appeal to tech-savvy consumers.		CO1
Q 4	Which of the following is NOT a key indicator for measuring brand loyalty? A) Repeat Purchase Rate B) Customer Lifetime Value (CLV) C) Employee performance reviews D) Net Promoter Score (NPS)		CO1
Q 5	Brand rejuvenation often involves the brand updating its image. What does this typically mean?		CO1

	<p>A) Introducing a new logo, packaging, or advertising style to make the brand appear more modern or appealing.</p> <p>B) Decreasing the prices of products to attract budget-conscious consumers.</p> <p>C) Shifting the focus of the brand away from customer satisfaction.</p> <p>D) Focusing only on the product's technical features.</p>		
Q 6	<p>The "Law of Consistency" in branding is most closely associated with:</p> <p>A) Frequent brand redesigns to stay fresh.</p> <p>B) Continuously changing the target market to explore new segments.</p> <p>C) Reinforcing the same brand values, identity, and message over time.</p> <p>D) Reducing the frequency of marketing campaigns.</p>		CO1
Q 7	<p>What is a key characteristic of a "fellow" brand in the context of the Law of Fellowship?</p> <p>A) It tries to replicate the market leader's success exactly.</p> <p>B) It positions itself as offering a complementary experience to the leader brand.</p> <p>C) It operates in an entirely different product category.</p> <p>D) It avoids acknowledging the market leader altogether.</p>		CO1
Q 8	<p>Brand recognition refers to</p> <p>A) The ability of a consumer to recall a brand without any visual or auditory cues.</p> <p>B) The process of associating a brand with a specific category or product.</p> <p>C) The ability of a consumer to identify a brand when they see or hear its name or logo.</p> <p>D) The method by which consumers form emotional connections with a brand</p>		CO1
Q 9	<p>Which of the following is NOT an example of a brand element?</p> <p>A) Brand logo</p> <p>B) Brand name</p> <p>C) Product packaging</p> <p>D) Product features</p>		CO1
Q 10	<p>The trap that occurs when a company focuses too much on positioning its product against competitors and neglects its overall brand identity.</p> <p>A) Product-Attribute Fixation Trap</p> <p>B) Brand Position Trap</p> <p>C) External Perspective Trap</p> <p>D) Brand Identity Crisis Trap</p>		CO1
S. No.	SECTION B (5 Marks *4 = 20 Marks)	Marks	CO
Q 11	Define brand rejuvenation? Discuss the ways in which brands can rejuvenate themselves.	5	CO1

Q 12	Define brand awareness and key indicators to measure brand awareness.	5	CO1
Q 13	Explain the differences between Brand identity, Brand image and brand association	5	CO2
Q 14	Define brand personality? Explain the different dimensions of brand personality.	5	CO1
SECTION C (10 Marks * 3 = 30 Marks)			
Q 15	Define the term “Brand Equity”? Discuss in detail the different components of brand equity.	10	CO3
Q 16	Define brand identity trap? Explain in detail various brand identity traps.	10	CO3
Q17	Discuss in detail the different elements of a brand.	10	CO3
SECTION D (15 Marks * 2 = 30 Marks)			
	<p>In the late 1980s, Nike was facing a highly competitive athletic footwear market with rivals like Reebok, which was then capturing significant market share due to its appeal among aerobic dancers and fitness enthusiasts. Nike, primarily associated with serious athletes, had to redefine its brand to connect emotionally with a wider audience. The strategy led to one of the most iconic advertising slogans ever: “Just Do It.” This phrase would become synonymous with the Nike brand, enhancing its personality and boosting its brand equity across the world. Nike’s “Just Do It” campaign not only turned the company’s fortunes around but also became a case study in effective brand personality and equity. When Nike launched the “Just Do It” campaign in 1988, it aimed to embody a personality that could inspire and empower individuals, regardless of age, gender, or athletic ability. The goal was to present Nike as a brand that champions self-empowerment, resilience, and personal growth. Nike’s personality was further reinforced by its strategic partnerships with athletes who embodied the “Just Do It” spirit, including Michael Jordan, who at the time was becoming a global basketball icon. By aligning itself with inspirational athletes, Nike built an aspirational yet accessible personality—one that resonated with people across all fitness levels, not just elite athletes.</p> <p>The brand personality Nike cultivated through its “Just Do It” campaign was defined by grit, determination, and the courage to challenge one’s limits. It wasn’t simply about selling athletic shoes; it was about encouraging people to push past their boundaries, whether they were running marathons, playing basketball, or simply getting off the couch to take a walk. With the “Just Do It” campaign, Nike transformed its brand equity, evolving from a sports brand to a cultural icon. The brand’s association with Michael Jordan and the Air Jordan line boosted Nike’s equity by associating it with one of the most admired athletes in the world. Each successful athlete endorsement and campaign reinforced Nike’s credibility, authenticity, and emotional resonance with consumers. Nike’s brand equity was further solidified by its strategic product design and technological innovation. From the Air Max series, which featured visible air cushioning technology, to the Flyknit collection, known for its lightweight and eco-friendly design, Nike focused on providing innovative products that matched its brand promise.</p>		

	<p>These product features appealed to the “Just Do It” mentality by giving customers the performance-enhancing tools they needed to push their limits. Moreover, Nike successfully utilized storytelling in its branding strategy, shifting from product-focused marketing to a narrative-driven approach. Advertisements showcasing athletes overcoming physical, emotional, and societal barriers highlighted the brand’s core message. Nike’s storytelling resonated deeply with audiences, cultivating loyalty and enhancing its brand equity by associating the brand with values of endurance, grit, and achievement.</p> <p>The Colin Kaepernick Campaign: In 2018, Nike made a bold move by featuring former NFL quarterback Colin Kaepernick in a new advertising campaign. Kaepernick had become a controversial figure after kneeling during the national anthem in protest against racial injustice. Nike’s decision to make Kaepernick the face of the campaign drew polarized reactions. While some praised the brand for its commitment to social issues, others criticized it and even boycotted Nike products. However, the campaign boosted Nike’s brand personality as one that takes a stand on social issues and resonated with younger, socially conscious consumers. Despite the controversy, the campaign reinforced Nike’s image as a brand willing to take risks and align with socially impactful causes. Nike’s market value surged, and the campaign demonstrated how brand personality could contribute to brand equity by creating a strong emotional connection with consumers who shared similar values. This approach was risky, but it emphasized Nike’s commitment to aligning with its values of bravery and authenticity.</p> <p>Nike’s focused development of its brand personality and equity through innovative marketing and strong athlete associations has led it to consistently outperform competitors. Today, the brand continues to dominate the sportswear industry, appealing to consumers’ emotional connections with fitness and self-expression. While other brands have tried to emulate Nike’s approach, the company’s consistency in conveying its personality and equity over decades has been unmatched. Even amid shifting consumer trends and economic challenges, Nike’s brand equity has helped it maintain a premium price point and retain customer loyalty. The “Just Do It” mentality continues to be relevant across generations, as Nike successfully adapts its branding to reflect contemporary values and challenges. Through well-executed strategies in product design, athlete partnerships, and social messaging, Nike has transformed from a sportswear brand to a global cultural force.</p>		
Q 18	Evaluate the risks and rewards of Nike’s decision to feature Colin Kaepernick in its “Just Do It” campaign. How did this decision impact Nike’s equity?	15	CO4
Q 19	Analyze how Nike’s brand personality, as portrayed in the “Just Do It” campaign along with its brand association contributes to company’s overall brand equity.	15	CO4