

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2021

Course: Brand Management / MKTG 3002

Semester: V

Programme: BBA- Spl in Mkt

Time: 3 Hrs.

Max. Marks: 100

Instructions: Mention your Name & Roll No on the Top of the QP.

SECTION A [TYPE THE CORRECT ANS IN THE BOX] : Choose the correct Ans [2x10=20 Marks]

Q	Attempt all of them:	Marks	CO
1	"A lot can happen over coffee", is tagline of: a) Café Coffee Day b) Starbucks c) Barista d) None of the above	2	CO1
2	Competitive frame of reference for positioning is defined by i) Customer target market ii) Nature of the competition iii) Product target market a) Only i) b) i) and ii) c) all i), ii) and iii) d) None of the above.	2	CO1
3	The benefits or attributes consumer strongly associate with a brand, positively assess and believe they would be unable to find to the same extent with a competitive brand is known as..... a) Points-of-parity b) Points-of-difference c) Points-of-equality d) None of the above	2	CO1
4	The associations that are not essentially unique to the brand but may be shared with other brands are known as..... a) Points-of-parity b) Points-of-difference c) Points-of-equality d) None of the above	2	CO1
5	Marketers can communicate brand membership by..... a) Announcing category benefits b) Comparing to exemplars	2	CO1

	c) Relying on the product descriptor d) All of the above		
6	The process of making brand memorable is categorized as dimension of..... a) Straddling b) Simplifying c) Communication d) None of the above	2	CO1
7	The branding that focuses on deep metaphor related to stories, memories and associations is..... a) Detailed branding b) Potential branding c) Narrative branding d) None of the above	2	CO1
8	The collective measure of soul and heart of the brand and connecting it to brand concepts is..... a) Branding mantra b) Visual mantra c) Straddle mantra d) None of the above	2	CO1
9	The process of viewing brands as belief system that are complex is known as a) Potential branding b) Premium branding c) Primal branding d) None of the above	2	CO1
10	_____ is the first tourist board in India to register its brands. a) Kerala tourism b) Madhya Pradesh Tourism c) Gujarat Tourism d) None of the above	2	CO1

SECTION B [SCAN & UPLOAD]: Attempt 4 Questions [5x4 = 20 Marks]

Q 1	Reference to the case ‘Coca Cola on Face Book’, Analyze the fact based on your agreement or disagreement that Firms marketing evolve as media evolve and how easy it is to stumble Transitions?	5	CO2
Q2	To cope with the pressure and complexities, Brand Manager has to create and manage brand Teams that are often intricate and complex, involving sub-brands and endorsed brands giving rise to the concept of ‘Brand Architecture’, an organizing structure of brand portfolio that specify brand roles and the nature of relationships between the brands.	5	CO2

	Demonstrate diagrammatically , Brand Relationship Spectrum that help a Brand Architecture strategist to employ, with insight and subtlety, sub-brands and endorsed brands.		
Q3	It Sounds Simple: Boost your Brand Equity and watch Profit Sour, but there are cases where the companies stumble in trying to manage their Brand Performances. To strengthen Brand, Keller Suggest to strengthen your Brand using Brand Report Card, Explain 10 traits shared by the world’s strongest Brand, assigned to measure how your brand stack’s up in the market?	5	CO2
Q4	Reference to the Case ‘Haier – Taking the Chinese company Global’, Analyze the reasons of its success in China? Was Haier’s decision to globalize into developed markets early, a good strategy?	5	CO3
SECTION C [SCAN & UPLOAD]: Attempt 3 Questions [10x3 = 30 Marks]			
Q1	‘Conventional Wisdom Say’s creating a Brand is about differentiating your product’ Critically Analyze the statement with Reference to the Article ‘Three Questions you need to Ask About your Brand’, and state three question that one should consider while evaluating Brand positioning in the market place.	10	CO3
Q2	In 2002, the Intel Inside Campaign is one of the largest Co-operative marketing Program in history, supported by thousands of PC makers. The Intel Brand has become one of the most well-known brands in the world. Reference to the case ‘Intel Inside’, Illustrate original motivation behind Intel’s decision to launch the Intel Inside branding campaign and the factors accounted for the success of the Campaign.	10	CO3
Q3	Building from its base of User Generated Content [UGC], You Tube evolved towards experimenting with professionally made content and created video channel – reels sequential content mimicking ‘linear’ television viewing. As a brand marketer, what recent You Tube initiatives are you excited about? Should major brands switch a significant portion of their TV advertising budget to You Tube? Give a Critical Analysis .	10	CO4
SECTION D [SCAN & UPLOAD]: Attempt 2 Questions [15X2 = 30 Marks]			

Q1	<p>‘Brand Positioning Starts with establishing a frame of reference, which signals to consumers the goal they can expect to achieve by using a brand. In some cases, the frame of reference is other brands in same category.’</p> <p>Elaborate on the fact, your understanding in reference to the Article ‘Three Questions you need to ask about your Brand’.</p>	15	CO4
Q2	<p>Brand Manager of UnME Jeans, Margaret Foley is facing an increasing complex media environment in which her traditional media plan, focused of Television, print and radio advertisements, has become less effective due to declining audience, increased advertising clutter, and consumer tuning out. She is now exploring web 2.0 social media options to determine if they can better achieve her branding and advertising objectives.</p> <p>Evaluate as to How Foley should integrate Social Media into her traditional media Plans? How well do the social media plan address the emerging challenges of the rapidly changing media environment? Suggest what can you change in the social media plans to make them more effective for UnMe’s targeted customers?</p>	15	CO4