

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

Course:
Managing
Brands
Program: MBA
Course Code
Mktg 8004

Semester:III
Duration: 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
(Type the answers in test box)

2x10=20marks

Objective Type Questions/Definitions/fill in the blanks

Q. No.		Marks	CO
1 is the mode of direct marketing owes to well structured communications in the form of catalogs . a)Telemarketing b)Sales promotion c)advertising d)publicity	2	1
2 Lets you have a clear picture of the number of customers or usage of your brand in comparison with competition. a)Market share b)Brand share c)Customer share d)Product share	2	1
3lets you have loyal customer's lifetime worth in terms of brand purchasing a)lifetime value of a customer b)lifetime value of a brand c)lifetime value of a company d)lifetime value of a market	2	1
4 of ad means how many times you should expose your target customers to your message. a)frequency b)copy c)copy strategy d)media	2	1
5	A brand based organization achieves which of the following benefits a)Clarity of role b)Commitment to growth c)collective responsibility d)All of the above	2	1
6 Refers to a brands objective eg: functional attributes in relation to other brands a)brand position b)product position c)brand relationship d) both A &B	2	1

7defines what the brand thinks about the consumer as per the consumer a)brand attitude b)brand positioning c)brand relationship d)brand image	2	1
8includes two aspects of a brand –its associations &personality a)brand attitude b)brand positioning c)brand relationship d)brand image	2	1
9	A marketer needs to understand that some general traits of a brand name are a)easy to pronounce b)easy recognize c)easy to recall /memorize d)all of the above	2	1
10	Doordarshan Fair &Lovely, Frooti,Babool & Band –Aid are examples of a)descriptive brands b)suggestive brand names c)Free standing brand name d)None of the above	2	1
		20	

SECTION B
(Scan and upload)

(4 x5M)=20 Marks

(Conceptual based question)

Q. No.		Marks	CO
1	What are the factors which affect Brand/Product Management Decisions?	5	2
2	Explain with examples the process of building brands	5	2
3	Most of the foreign brands launched in India have failed. Briefly discuss the reasons for the same.	5	2
4	What are types of Brand extensions ?Discuss the advantages & disadvantages of brand extensions	5	2
		20	

SECTION C (3 x10)=30 Marks
 (Descriptive/Analytical Questions) (Scan & Upload)

Answer any three questions

Q.No.		Marks	CO
1	What do you understand by Brand Equity ?explain the various methods of calculating Brand Equity ?	10	2
2	Developing a brand is more difficult than developing a product, please elaborate with suitable examples.	10	3
3	What factors should brand managers should consider or address to develop the identity of their brands?	10	3
4	How can Organisations decide on a suitable Brand Positioning Strategy.? Explain with examples.	10	3
		30	

SECTION-D (2x15) =30 Marks
 (Case Studies/ Application Based Questions) (Scan and upload)

Q.No.	Answer any Two Questions	Marks	CO
1	Vaibhav and Rajan are two enterprising youth. They have passed out from a premier management institute. They decided instead of doing a job, they will launch fresh vegetables in Indian Marketing. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Vaibhav and Rajan fundraising was a serious handicap for Mass Production. However, the first trial batch of mushrooms that they produced was bought by star hotel in Pune. Further, the hotel placed orders for supply of 20kgs every day. Vaibhav and Rajan want to sell mushrooms in a very big way all over India. How will you guide Vaibhav and Rajan in a) Product strategies? b) Brand Positioning. c) Brand Strategies	15	4
2	A leading two-wheeler manufacturer has developed a new four-wheeler. What steps a manufacturer should take to build a brand & launch successfully in the market. A leading hair oil company plans to enter into the antiseptic skin cream business in competition with the market leader Vaseline. Discuss the positioning and Brand building strategies that the company can use.	15	4

Or

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Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leader, with the launch of its mass brand, Color N Care. While this would be Revlon's first India-specific brand, it would also mark a detour from Revlon's premium positioning. Priced at Rs 120, Color N Care would compete with Garnier, which commands about 75% share of the mass hair colour market, and Godrej. About 60% of the Rs 200-crore hair colour market is dominated by mass brands priced around Rs 100. "It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets," said Umesh K Modi, chairman, president and CEO, Modi Group. The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like Colour Silk, Top Speed and Colour Stay, priced at Rs 250, Rs 375 and Rs 450 respectively. With the launch of Color n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors. For Modi Revlon, about 20% of its revenue comes from the hair colour business. It has a 12% market share of the total hair colour market.

a) Explain the Brand Strategy of Modi Revlon?

b) Critically analyze the Brand Structure of Modi , What Challenges do you foresee in future?

15

4

30

