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| Name: Enrolment No: |  |
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2022

Course: Managing Brands
Semester: III
Program: MBA (Marketing)
Course Code: MKTG 8004

Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

| S. No. | Statement of question | Marks | CO |
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| Q 1 | _____ 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 | 2 | CO1 |
| Q 2 | _____ are defined in terms of consumers overall evaluations of a brand. a) Brand credibility b) Brand attitudes c) Brand positioning d) Brand Judgement | 2 | CO1 |
| Q 3 | 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 4 | The brands positioned with respect to the competitors' brands so that the flagship or more important brands are protected, are termed as – a) Co-brands b) Flanker brand c) Low-end entry level brands d) High-end prestige brands | 2 | CO1 |
| Q 5 | Brand is _____ a) Fixed Asset b) Current Asset c) Intangible Asset d) Tangible Asset | 2 | CO1 |
| Q 6 | _____ is when a firm uses its established brand name to enter a new market. | 2 | CO1 |

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| | a) Line extension b) Brand extension c) Category extension d) Brand Positioning | | |
| Q 7 | Differentiate between Product Development Strategy and Market Development Strategy? | 2 | CO1 |
| Q 8 | Give two examples of Brand Extension Strategy. | 2 | CO1 |
| Q 9 | Define Brand judgement. | 2 | CO1 |
| Q 10 | Define Brand imagery. | 2 | CO1 |
| SECTION B 4Qx5M= 20 Marks | | | |
| | Statement of question | | |
| Q 11 | Define branding. What are the benefits of branding? | 5 | CO2 |
| Q 12 | What is the goal of Brand Management? Discuss its different types with examples. | 5 | CO2 |
| Q 13 | What do you understand by the term internal branding? Explain with example. | 5 | CO2 |
| Q 14 | What are different steps involved in building strong brands? Explain. | 5 | CO2 |
| SECTION-C 3Qx10M=30 Marks | | | |
| | Statement of question | | |
| Q 15 | Discuss Brand Dynamics Pyramid with example. | 10 | CO3 |
| Q 16 | What are different types of Brand Extension? Discuss its advantages and disadvantages | 10 | CO3 |
| Q 17 | Choose any brand in handset category and explain its positioning strategy. Suggest few other strategy which you would implement to strengthen brand. | 10 | CO3 |
| SECTION-D 2Qx15M= 30 Marks | | | |
| | Statement of question | | |
| Q 18 | Tesla is thinking to launch Electric Vehicle in Indian market. Suppose you are a brand manager of Tesla. Now, Elon Musk wants your suggestion to position its EV into Indian Market. Discuss various strategy you will suggest him to launch the EV successfully. Also what are various strategy you will suggest to Elon Musk to strengthen the Brand. Or Discuss ITC brand with its competitors in FMCG category. How well it is positioned. How it has grown over times? | 15 | CO4 |

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| Q 19 | <p>Michael and Modi are two close friends. They recently graduated from Harvard Business School. They decided to opt out from placement and have their own start up. They decided to launch organic products in Indian Market. Initially, they got very good response from Dehradun Market. After 6 months, they had around 500 customers in Dehradun. Now, they want to brand their company. Suggest a brand name, punchline for their brand. Also, suggest various branding strategy they should take to increase their customer base and become No. 1 Brand in India. How will you guide Michael and Modi in a) Brand Positioning b) Brand Strategies</p> | 15 | CO4 |
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