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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: BBA (CORE)
Subject (Course): Brand Management
Course Code : BBCM 159
No. of page/s: 05

Semester – IV
Max. Marks: 100
Duration : 3 Hrs.

Section A-Objective type questions-20 Marks (2 Mark each)

Q.1: Fill/Choose the correct option:

- I. Lifebuoy – kills germs that you cannot see, is an example of
- Emotional benefit related positioning
 - Functional benefit related positioning
 - Usage occasion related positioning
 - Health related positioning
- II. Match the correct
- | | |
|-------------|-----------------|
| 1. Close up | i. Fresh |
| 2. Jk tyres | ii. Caring |
| 3. J & J | iii. In control |
| 4. Liril | iv. Confident |
- Options:
- 1(ii), 2(iii), 3(i), 4(iv)
 - 1(ii), 2(iv), 3(i), 4(iii)
 - 1(iv), 2(iii), 3(ii), 4(i)
 - 1(ii), 2(iii), 3(iv), 4(i)
- III. Two companies join to create a new product carrying both their brands
- Co- branding
 - National branding/ manufacture branding
 - Private branding
 - Generic branding
- IV. Ais anything that can offered to market for attention, acquisition, use, consumption that might satisfy a want or need.
- Brand
 - Product
 - Brand management

- d) Brand strategy
- V.will be established through an ongoing effort to enhance your offerings and customer experiences while sharing a consistent, compelling message of product benefits.
 - a) Brand image
 - b) Brand identity
 - c) Brand rejuvenation
 - d) Brand promise
- VI. Brand name, marketing communications, packaging, price are examples of.....that enable consumers to form association that give meaning to the brand.
 - a) Brand anatomy
 - b) Intrinsic attributes
 - c) Extrinsic attributes
 - d) Brand value
- VII.is a strategic activity and is used to differentiate and distinguish a brand, so that a consumer understands the brand, not just remembers it.
 - a) Brand heritage
 - b) Brand anatomy
 - c) Brand positioning
 - d) Brand extension
- VIII.is a strategy by which, a company uses the same brand to enter into a completely unrelated product segment.
 - a) Line extension
 - b) Category extension
 - c) Brand positioning
 - d) Brand strategy
- IX. A results when efforts to go beyond the brand image is lacking. The brand image becomes the brand identity rather than just one input to be considered.
 - a) Brand identity trap
 - b) Brand image trap
 - c) External perspective trap
 - d) Product attribute fixation trap
- X. It is the added value endowed on products and services. It may be reflected in the way consumers think, feel and act with respect to the brand, as well as to the prices, market, share, and profitability the brand commands for the firm.
 - a) Brand heritage
 - b) Brand elements
 - c) Brand equity
 - d) Brand portfolio

Section B-Short answer questions-20 marks (5 marks each)

Q.2: Why it is hard to make strong brand? Support your answer with examples.

Q3: Write short notes on the following-

a) Brand identity traps

Or

Brand values

b) Brand Image

Q.4: Discuss brand extension. Explain brand extension strategies.

Q.5: What is brand rejuvenation? Why rejuvenation is important for brands?

Section C-30 marks (15 marks each)

Q.6: How does the brand personality helps the brand? Explain models of brand personality in detail.

Q.7: What do you understand by brand identity? Elaborate brand identity perspectives with examples.

Or

What are brand elements? Explain the criteria for choosing brand elements with examples.

Section D-30 Marks (15marks each)

Procter & Gamble

Procter & Gamble (P&G) began in 1837 when brothers –in –law William Procter and James Gamble formed a small candle and soap company. Over the next 150 years, P&G innovated and launched scores of revolutionary products with superior quality and value, including Ivory soap in 1882, Tide laundry detergent in 1946, Crest toothpaste with fluoride in 1955, and pampers disposal in 1961. The company also opened the door to new product categories by acquiring a number of companies, including Richardson Vicks, Norwich Eaton Pharmaceuticals, Shulton’s Old Spice, Max Factor, and the lamps pet food company.

Today, Procter & Gamble is one of the most skillful marketers of consumer- packaged goods in the world and holds one of the most powerful portfolio of trusted brands. The company employs 121,000 people in about 80 countries worldwide, has 25 billion dollar - global brands, spends more than \$ 2 billion annually in R&D. Its sustained market leadership rests on a number of different capabilities and philosophies. These include:

Customer – knowledge: P&G studies its customers- both the end consumers and its trade partners- through continuous marketing research and intelligence gathering. It spends more than \$100 million annually on

10,000 formal consumer research projects and generates more than 3 million consumer contacts via its e-mail and phone center.

Long-term outlook: P&G takes the time to analyze each opportunity carefully before acting. Once committed, the company develops the best product possible and executes it with determination to make it a success. For example, it struggled with Pringles potato chips for almost a decade before achieving market success.

Product innovation: P&G is an active product innovator. The company employs 1,000 science PhDs, more than Harvard, Berkeley, and MIT combined, and applies for roughly 3,800 patents each year. Part of its innovation process is to develop brands that offers new consumer benefits.

Quality strategy: P&G designs products of above average quality and continuously improves and reformulates them. When the company says “new and improved” it means it. Recent examples includes Tide Pods, a compact laundry detergent tablet; Pampers Rash Guard, a diaper that treats and prevents diaper rash.

Brand extension strategy: P&G produces its brands in several sizes and forms. This strategy gains more shelf space and prevents competitors from moving in to satisfy market unmet needs. P&G also usages its strong brand names to launch new products with instant recognition and much less advertising outlay. Often, P&G will leverage the technologies already in place to create a brand extension.

Multibrand strategy: P&G markets several brands in the same product category, such as Luvs and Pampers diapers and Oral-B and Crest toothbrushes. Each brand meets a different consumer want and competes against specific competitors’ brands. At the same time, company is careful not to sell too many brands and recently reduced its vast array of products, sizes, flavors, and varieties to assemble a stronger brand portfolio.

Strong sales force: P&G sales force has been named one of the top 25 sales forces by Sales and Marketing Management magazine. A key to success is close tie its sales force forms with retailers, notably, Walmart. The 150 team serves the retail giant works closely with Walmart to improve both the products that go to the stores and the process by which they get there.

Manufacturing efficiency and cost cutting: P&G reputation as a great marketing company is matched by its excellence as a manufacturing company. The company has successfully developed and continually improves its production operations, while keep cost among the lowest in the industry.

Brand- management system: P&G originated a brand-management system, in which one executive is responsible for each brand. The system has been copied by many competitors, but not often with P&G’s success. Recently, P&G modified its general management structure so that a category managers runs each brand category and has volume and profit responsibility. Although, this new organization does not replace the brand-management system.

P&G’s accomplishment over 177 years have come from successfully managing the numerous factors that contribute to market leadership. Today, the company’s wide range of products are used by 4.8 billion people around the world in 180 countries.

Q.8. P&G's impressive portfolio includes some of the strongest brand names in the world. What are some of the challenges with being the market leader in so many different categories?

Q.9. As social media is getting more importance and fewer people are watching traditional commercial on television, what P&G need to do to maintain its strong brand image?

Or

What kind of risks P&G is expecting to face in near future?