

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End-Semester Examination – Dec 2020

Program: BBA (AM)
Subject/Course: Brand Management
Course Code: MKTG 3002

Semester: V
Max. Marks: 100
Duration: 3 Hours

Instructions:

1. The student must write his/her name and enrolment no. in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section B & C: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer sheets** and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer Sheet.

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / True or False.

| S.N. | Question | CO |
|------|---|-----|
| Q 1. | A marketer needs to understand that some 'general traits' of a brand name are _____ A. Easy to recognize B. Easy to pronounce C. Easy to memorize or recall D. All of the above E. None of the above | CO1 |
| Q 2. | Which is normally run by a consortium of buyers in order to establish an efficient purchasing environment. A. B2B independent e-marketplace. B. Buyer-oriented marketplace. C. Supplier-oriented marketplace. D. Vertical and horizontal e-marketplace. E. None of the above | CO1 |
| Q 3. | Which main objective of branding is? A. Customers recognize your logo and marketing materials B. Earn trust from your customers C. Promotional materials that match D. A unique tag line E. None of the above F. All of the above | CO1 |

| | | |
|------|---|-----|
| Q 4. | _____ includes two aspects of a brand – its associations and its personality. A. Brand attitude B. Brand positioning C. Brand relationship D. Brand image E. A & D | CO1 |
| Q 5. | _____ can be thought of as a perceptual map of in which like products of the same company (say, toothpaste) are positioned very close to one another and compete more with one another than with brands of other companies. A. Brand Comparison B. Cannibalization C. Positioning D. Brand Associations | CO1 |
| Q 6. | Close up, Doordarshan, Frooti, Babool, Fair and Lovely, Band-aid and Ujala are the examples of _____ A. Descriptive Brand Name B. Suggestive brand name C. Free Standing brand name D. None of the above | CO1 |

SECTION B

- 1. Each question will carry 10 marks**
2. Instruction: Write short / brief notes

| | | |
|------|--|-----|
| Q7. | Consider the following brands, discuss the extendibility of each: a. Harley-Davidson b. Red Bull c. Tommy Hilfiger d. Netflix e. Apple | CO2 |
| Q8. | Pick a category basically dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? What are their points-of-parity and points-of-difference? Have they defined their positioning correctly? How might it be improved? | CO2 |
| Q9. | Choose a brand that has recently experienced a marketing crisis. How would you evaluate the marketer's response? What did they do well? What did they not do well? | CO3 |
| Q10. | Discuss how marketers are using various techniques to generate word-of-mouth discussion and buzz for their brands. Discuss the pros and cons of these techniques. | CO3 |
| Q11. | Select and examine one current companies and evaluate the methods each has used to establish a brand identity. | CO3 |

SECTION C

1. This section carries 20 Marks.

2. Instruction: Write long answer.

Q12. Evaluate Domino's decisions to run an advertising campaign acknowledging the problems with the taste of its pizza as a way to promote its new recipe. Do you think that this strategy was an effective way to promote its reformulated product.

OR

Discuss the pros and cons of a company using one of its top executive such as founder, CEO or president as an advertising spokesperson. Find an example of a corporate executive who you feel is good spokesperson and discuss the reasons s/he is effective.

CO4