


Name: Enrolment No:	
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Digital Brand Management

Semester: III

Program: MBA Digital Business

Time : 03 hrs.

Course Code: DIGM 8001

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.	Statement of question	Marks	CO
Q 1	What do you understand by the term digital brand personality?	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. a) Line extension b) Brand extension c) Category extension d) Brand positioning	2	CO1

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 PPC?	2	CO1
Q 10	What do you understand by the term Search Engine Marketing?	2	CO1
SECTION B 4Qx5M= 20 Marks			
	Statement of question		
Q 11	What are different steps involved in building strong brands? Explain how company are taking leverage of digital medium?	5	CO2
Q 12	What is the goal of Brand Management? Discuss its different types with examples.	5	CO2
Q 13	What are different types of Brand Extension? Discuss its advantages and disadvantages	5	CO2
Q 14	Define branding. What are the benefits of branding?	5	CO2
SECTION-C 3Qx10M=30 Marks			
	Statement of question		
Q 15	Digitalization has removed several barriers. How it has changed the way of Branding? Discuss.	10	CO3
Q 16	Discuss Brand Dynamics Pyramid with example.	10	CO3
Q 17	Choose any brand in handset category and explain its brand positioning strategy. Suggest few other social media strategy which you would implement to strengthen brand.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
	Statement of question		
Q 18	<p>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.</p> <p style="text-align: center;">Or</p> <p>Suppose you are Digital Brand Manager and working in HDFC Bank. What are the various Digital Brand strategy you are going to implement to attract young consumers?</p>	15	CO4
Q 19	Ambani and Putin 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	15	CO4

	<p>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 Digital branding strategy they should take to become No. 1 Brand in India. How will you guide Ambani and Putin in a) Brand Positioning b) Building Digital Brand Strategies</p>		
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