

Date
25/09/2024

Duration: 2 1/2 hours

Marks: 75

N.B:1. Figures to the right indicate full marks.

2. Draw suitable diagrams wherever necessary.
3. Illustrate your answer with examples.
4. Rewrite the questions for Q1. A & B.

1 A. Multiple Choice Questions: (Any 8) (08)

1. Brand proliferation is the ____ of brand extension.
a. Same b. opposite c. extension d. equal.
2. ____ is the act of creating a brand.
a. Branding b. Brand management c. Brand Awareness d. Brand equity.
3. ____ are musical messages written around the brand.
a. Logos b. jingles c. slogans d. visual.
4. Brand Element is also known as brand ____.
a. Awareness b. recall c. identity d. symbols.
5. Brand Personality is a set of ____ characteristics associated with the brand.
a. Human b. Computer c. Product d. Brand.
6. A clear & concise brand strategy leads to a stronger overall ____.
a. Brand recognition b. Brand equity. c. Brand Awareness. d. Architecture.
7. The big 5 brand personality model of Jennifer Aaker doesn't include ____.
a. Enthusiastic b. Sincerity c. Sophistication d. Competence.
8. Esteem + Knowledge = ____.
a. Brand stature b. Brand strength c. Brand differentiation d. Brand Image.
9. Qualitative research methods are ideal for measuring brand ____.
a. Association b. Awareness c. Recall d. Recognition.
10. When a brand is extended in the same product category it is called ____ extension.
a. Mix b. Line c. Brand d. Family.

B. State whether the following statement is True or False (Any 7) (07)

1. Brand awareness consists of brand recognition & brand recall.
2. Geographic locations like people & organizations cannot be branded.
3. Domain name & URL are the same.
4. Jingles don't help in creating brand recall for the product.
5. Brand personality is used to make the brand strategy lively.
6. Celebrity endorsement doesn't add value to the brand.
7. Corporate or family brands cannot be a source of brand equity.
8. Licensing gives legal protection to the brand.
9. Revitalizing brands is only done to brands which are a failure.

10. A generic brand is a product that is marketed & sold under some type of name brand.

Q2. A. Explain the Brand product matrix with examples. (08)

B. Explain the BAV Model with example. (07)

OR

C. Define co-branding & state the types of co-branding. (08)

D. Distinguish between Brand V/S Product. (07)

Q3. A. Explain Brand Revitalization & Brand Reinforcement. (08)

B. Define Brand extension & state the advantages of brand extension. (07)

OR

C. Explain the various types of brand elements with examples. (08)

D. Explain the Big 5 Model of Brand Personality. (07)

Q4. A. Define IMC & State the various tools of IMC. (08)

B. Define Brand Positioning & State the various brand positioning strategies. (07)

OR

C. Explain the various ways in which brand leveraging can take place. (15)

Q5. A. With the help of a diagram explain the CBBE model. (08)

B. Explain the Qualitative research technique in detail. (07)

OR

C. Write Short Notes on: (Any 3) (15)

1. Multi -Product branding.

2. Brand Awareness Pyramid.

3. Importance of branding to consumers.

4. Graveyard Model.

5. Brand building Blocks.