

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary
 3. Illustrate your answers with examples
 4. Rewrite the questions for **Q1.a and b.**

Q1. a. Multiple Choice Questions (**ANY EIGHT**)

(08)

1. _____ is the act of creating a brand.
a. Branding b. Brand Management c. Brand Building d. Brand Hierarch
2. Brand elements is also known as brand _____.
a. Recall b. identity c awareness d. positioning
3. Brand strength is the combination of differentiation & _____.
a. Stature b. esteem c. relevance d. strength
4. Brand _____ strategy is employed when a brand has reached maturity & profits began to decline
a. Rebranding b. reinforcing c. Revitalizing d. Repositioning.
5. _____ consists of brand recognition & brand recall.
a. Brand Awareness b. Brand Image c. Brand Association d. Brand identity
6. Corporate & Family branding can be a source of _____.
a. Brand Equity b. Brand Identity c. Brand Image d. Brand Recall.
7. _____ analysis aims to find the optimum positioning between low price & high price with quality.
a. Market b. Brand c. Conjoint d. Matrix
8. An existing brand that gives birth to a brand extension is the _____ brand.
a. Extension b. Line c. Mix d. Parent
9. A _____ is a group or set of things that have similar characteristics.
a. Brand b. category C. Product d. people
10. EDLP is a pricing strategy used by the _____.
a. Retailer b. Wholesaler c. Distributors d. Agencies.

b. State whether the following statement is TRUE or FALSE (**ANY SEVEN**)

(07)

1. A Brand Provides a distinct identity to its product.
2. Domain names & URL are not the same.
3. Brand Personality is used to make the brand strategy lively.
4. Cause Related marketing deals with eco-friendly goods.
5. The key to branding success is not to establish point of difference & point of parity.
6. Ingredient branding is different from co-branding.
7. Brand Stature is the combination of esteem & differentiation.
8. A generic brand is a product that is marketed & sold under some type of name brand.
9. Brand equity arises from differences in consumer response.
- 10 The IMC program needs to be in line with the work culture of the organization.

- Q2. **Answer the following**
- Positioning the product well is important for brand building. Justify this statement with analyzing the Brand Mama Earth (08)
 - Explain the various types of Brand Elements & state which hold more importance for the brand Amul. Justify (07)
- OR**
- Explain the Big 5 Model by Jennifer Aaker and elaborate the Brand Personality of LV. (08)
 - Explain Cause Marketing and state its advantages and disadvantages (07)
- Q3. **Answer the following**
- Summarize the Brand Asset Valuator model in brief (08)
 - Define Brand extension & state the advantages of brand extension (07)
- OR**
- Explain the meaning of slogans. Explain the benefits that slogans offer to a brand (08)
 - Discuss the brand building process for companies (07)
- Q4. **Answer the following**
- Discuss the brand value chain in detail (08)
 - Define Brand Positioning & State the various brand positioning strategies (07)
- OR**
- What is leveraging? What are the various ways in which brand leveraging can take place? (08)
 - Discuss the Holistic methods of measuring brand equity outcomes (07)
- Q5. a. Write Short Notes on (ANY THREE) (15)
- Multi product branding
 - Role of Packaging in branding
 - Green marketing
 - Value Stages
 - Types of Brand Architecture

OR

b. Case Study

Dove, a flagship brand of Unilever, was first launched in 1957 as a moisturizing beauty bar. Over time, Dove has successfully transformed from being just a soap brand into a global personal care brand. Today, its product line includes shampoos, conditioners, body lotions, face washes, deodorants, and baby care products.

The brand strongly positions itself around “Real Beauty” and “Gentle Care”, which resonates across all its categories. Instead of just being associated with beauty soap, Dove is now seen as a holistic skincare and haircare brand.

Using the Brand Product Matrix, we can analyze how Dove has extended its brand name across different product lines while retaining a unified image.

Questions

- Using the Brand Product Matrix, explain Dove’s brand–product relationship.
 - What are the advantages and risks of Dove’s brand extensions, as shown in the matrix? (08)
- (07)
