

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester IV – PGDM/ PGDM (IB) 2016-18

Brand Management
ET_PG_IB_BM_0610

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions. All questions carry equal marks.

- Q 1** Discuss the following in not more than 200 words with examples.
- a) Co-Branding is an excellent tool for marketers?
 - b) Brand is built in the minds of the people.
 - c) Repositioning is a better tool than launching a new brand.
 - d) Brand Personality is the essence of the brand.
 - e) Consumer Image vs Brand Identity.
 - f) Celebrity endorsement enhances brand recall.
 - g) Role of a brand manager. **14**
- Q 2** A leading hair oil company plans to enter into antiseptic skin cream business in competition with the market leader BOROLINE. Discuss the brand positioning and brand building strategies that the company can use. **14**
- Q 3** A leading firm in the FMCG sector found out through research that there is a vast potential in the branded Flour (ATTA) market that could be tapped? Discuss the various other brand extensions strategies which the company could use to attain the leadership position in next 5 years? **14**
- Q 4** Discuss the Kapferer model of brand identity. Elaborate brand identity of Star Bucks in India, with the help of brand identity model. **14**
- Q 5** What is brand equity? What are the major components of brand equity? Discuss the brand equity of any leading FMCG brand? **14**
- Q 6** Identify each of functional and symbolic brands. Explore their knowledge structure. Using the brand extension procedure to explore possible extension opportunities where these brands could be extended. **14**
- Q 7** Explain the following methods of measuring brand equity
- a) Cost Based methods.
 - b) Price based methods.
 - c) Customer Based Brandy Equity methods. **14**
