

Enrollment No:-_____

Exam Seat No:-_____

C.U.SHAH UNIVERSITY

Summer-2015

Subject Code: 5MS04SBM1

Subject Name: Strategic Brand Management

Course Name: M.B.A.

Date: 21/5/2015

Semester: IV

Marks: 70

Time: 02:30 TO 05:30

Instructions:

- 1) Attempt all Questions in same answer book/Supplementary.
 - 2) Use of Programmable calculator & any other electronic instrument prohibited.
 - 3) Instructions written on main answer book are strictly to be obeyed.
 - 4) Draw neat diagrams & figures (if necessary) at right places.
 - 5) Assume suitable & perfect data if needed.
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SECTION – I

- Q-1.** (A) Write differences between brand and product. (04)
(B) Write in short about Co – branding. (03)
- Q-2.** Define brand. Can you agree with that everything be branded? (14)
Explain with appropriate theory.
- OR**
- Q-2.** (A) Explain six criteria for choosing brand elements. (07)
(B) Define brand awareness. Write advantages of Brand awareness. (07)
- Q-3.** (A) Write short note on: **(Any one)** (07)
(1) Core brand association,
(2) Brand mantras,
(B) Explain in details about CCBE model. (07)
- OR**
- Q-3.** (A) Define brand audit and clarify the concept of brand inventory. (07)
(B) Logos and symbols are used in brand. Write a note on logos and symbols.

SECTION – II

- Q-4.** (A) Write meaning of Loyalty programs. (02)
(B) Which are the services provided by channel members? (03)
(Name only)
- (C) List down after marketing services. (Name only) (03)
- Q-5.** Define brand extension. Discuss advantages and disadvantages of brand extension. (14)



OR

Q-5. Write short notes: (Any two) **(14)**

- (1) Brand reinforcement,
- (2) Global customer based brand equity.
- (3) Green marketing.

Q-6. Explain brand hierarchy with real life example. **(14)**

OR

Q-6. (A) Discuss the brand revitalization strategy. **(07)**

(B) Explain advantages/disadvantages of global marketing program. **(07)**

