

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2016

Subject Name : Strategic Brand Management

Subject Code : 5MS04SBM1

Branch: MBA

Semester : 4

Date : 12/05/2016

Time : 02:30 To 05:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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SECTION – I

- Q-1** **Attempt the Following questions** **(07)**
- a.** What do you mean by Internal Branding? **01**
- b.** _____ is the key to creating brand equity **01**
- (a) Brand Extension
(b) Brand Image
(c) Brand Knowledge
(d) Brand Awareness
- c.** Explain the concept : Experiential Marketing **01**
- d.** Which is/are the Brand Awareness Advantages **01**
- (a) Learning Advantage
(b) Consideration Advantage
(c) Choice Advantage
(d) All of the above
- e.** A _____ is the set of all actual and potential buyers who have sufficient interest in, income for, and access to a product. **01**
- (a) Product
(b) Brand
(c) Market
(d) Segment
- f.** Give a Full Form of URL **01**
- g.** _____ are short phrases that communicate descriptive or persuasive information about the brand. **01**
- (a) Jingles



- (b) Slogan
- (c) Brand Name

(d) Brand Symbol

Q-2	Attempt all questions	(14)
(a)	How brands are important to consumer?	05
(b)	Explain the brand naming procedure	05
(c)	Write a short note on: Strategic Brand Management Process	04

OR

Q-2	Attempt all questions	(14)
(a)	Discuss CBBE pyramid in detail	07
(b)	Explain the criteria for choosing brand element	07

Q-3	Attempt all questions	(14)
(a)	How brands are important to firm?	05
(b)	What do you mean by Points of difference? Explain desirability criteria for choosing Point of Difference	05
(c)	Explain the concept (1) Brand Image (2) Brand Knowledge	04

OR

Q-3	Attempt all questions	
(a)	Discuss bases for segmentation consumer market	07
(b)	Define Brand. Discuss a variety of brand elements	07

SECTION – II

Q-4	Attempt the Following questions	(07)
a.	What do you mean by Ingredient Branding?	01
b.	_____ are musical messages written around the brand	01
	(a) Jingles	
	(b) Slogan	
	(c) Both (a) and (b)	
	(d) None of above	
c.	_____ is the set of all product lines and items that a particular seller makes available to buyers	01
	(a) Product Line	
	(b) Product Mix	
	(c) Brand Mix	
	(d) Product Portfolio	
d.	_____ is a group of products within a product category that are closely related	01
	(a) Product Line	
	(b) Product Mix	
	(c) Brand Mix	
	(d) Product Portfolio	
e.	_____ is the set of all brand lines that a particular seller makes available to	01



buyers

- (a) Product Line
- (b) Product Mix
- (c) Brand Mix
- (d) Product Portfolio

- f. Brand Extension can be classify as _____ **01**
- (a) Line Extension
 - (b) Category Extension
 - (c) Both (a) and (b)
 - (d) None of above
- g. The term _____ describes the nature of the product or service or the type of experiences or benefits the brand provides. **01**
- (a) Brand Mantra
 - (b) Brand Function
 - (c) Both (a) and (b)
 - (d) None of above

- Q-5 Attempt all questions (14)**
- (a) What do you mean by Relationship Marketing? **05**
 - (b) Define Cause Marketing and discuss the advantages of cause marketing **05**
 - (c) Write a short note on: Global Customer-Bases Brand Equity **04**

OR

- Q-5 Attempt all questions**
- (a) Discuss the secondary sources of Brand Knowledge **07**
 - (b) Explain the concept of Co-branding. Enlist the advantages and disadvantages of co-branding **07**

- Q-6 Attempt all questions (14)**
- (a) What do you mean by Green Marketing? How it is important **05**
 - (b) Discuss how Customer Relationship Management helps company in Branding **05**
 - (c) Write a short note on Ansoff's Growth Matrix **04**

OR

- Q-6 Attempt all Questions**
- (a) Discuss the brand hierarchy levels with suitable example **07**
 - (b) Enlist and explain advantages of global marketing programs **07**

