

Enrollment No: \_\_\_\_\_ Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Summer Examination-2017

Subject Name : Strategic Brand Management

Subject Code : 5MS04SBM1

Branch: MBA

Semester : 4

Date : 20/04/2017

Time : 10:30 To 1:30

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. Define Relationship Marketing **02**
  - b. Explain the concept “Brand Mantra” **01**
  - c. What do you mean by CBBE? **01**
  - d. Define Logo and give any two examples of Logo **02**
  - e. What POP means? **01**
- Q-2 Attempt all questions (14)**
- (a) How brand is important to consumer? **07**
  - (b) Explain “Points of Difference”. Discuss desirability and deliverability criteria for choosing POD. **07**
- OR**
- Q-2 Attempt all questions (14)**
- (a) Can everything be branded? **07**
  - (b) Discuss the criteria for choosing brand element **07**
- Q-3 Attempt all questions (14)**
- (a) How brand is important to Manufacturer? **07**
  - (b) Explain the bases for segmenting customer market **07**
- OR**
- Q-3 Attempt all questions**
- (a) Explain the different element to create brand **07**
  - (b) Discuss CBBE Model **07**



## SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. What do you mean by Channel Member **01**
  - b. Define “Co-Branding”. Write two examples of Co-Branding **02**
  - c. Explain the concept “ingredient Branding” with suitable example **02**
  - d. What do you mean by Green Marketing **02**
- Q-5 Attempt all questions (14)**
- (a) Discuss different level of Brand Hierarchy **07**
  - (b) Write a Note : Ansoff’s Growth Share Matrix **07**
- OR**
- Q-5 Attempt all questions**
- (a) Discuss the advantages of Brand Extension **07**
  - (b) List and explain the disadvantages of Global Marketing Program **07**
- Q-6 Attempt all questions (14)**
- (a) Write a Note on : Brand Product Matrix **07**
  - (b) What do you mean by “celebrity endorsement”? Write its potential problems **07**
- OR**
- Q-6 Attempt all Questions**
- (a) Discuss the disadvantages of Brand Extension **07**
  - (b) List and explain the advantages of Global Marketing Program **07**

