

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : Strategic Brand Management

Subject Code : 5MS04SBM1

Branch: MBA

Semester : 4

Date : 03/05/2018

Time : 10:30 To 01:30

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. Give a Full Form of POP **01**
 - b. Define Branding **01**
 - c. What do you mean by Brand Audit? **01**
 - d. Explain the concept : Brand Awareness **01**
 - e. List the criteria to be considered before making target market decision **01**
 - f. What is the first stage of Strategic Brand Management Process? **01**
 - g. Who are Channel Members? **01**
- Q-2 Attempt the following question (14)**
- (a) Write a Note on CRM **07**
 - (b) How Brands is important to consumer? Explain. **07**
- OR**
- Q-2 Attempt the following question (14)**
- (a) Write a Note on : CBBE Pyramid **07**
 - (b) Can Everything be Branded? Explain with suitable example **07**
- Q-3**
- Explain the bases for segmenting customer market in detail. **14**
- OR**
- Q-3 Attempt the following question (14)**
- (a) Explain desirability and deliverability criteria for choosing points of difference **07**
 - (b) What are the marketing advantages of strong brand? Describe. **07**

SECTION – II

- Q-4 Attempt the Following questions (07)**



	a. What do you mean by Product Matrix?	01
	b. Explain the concept Internal Branding	01
	c. Give an example of Ingredient Branding	01
	d. What do you mean by Brand Extension	01
	e. Explain : Brand Revitalization	01
	f. What do you mean by Brand Architecture?	01
	g. Identify two advertisement wherein the product is endorsed by Celebrity	01
Q-5	Attempt the following question	(14)
	(a) Explain the elements to create brand	07
	(b) Discuss the secondary sources of Brand Knowledge	07
	OR	
Q-5	Attempt the following question	(14)
	(a) Explain the criteria choosing brand elements	07
	(b) List the Advantages and Disadvantages of co-branding	07
Q-6	Attempt the following question	(14)
	(a) Why brand name is important element? Explain the brand naming procedure	07
	(b) Discuss the disadvantages and disadvantages of brand extension	07
	OR	
Q-6	Attempt the following question	(14)
	(a) Write a Short Note on Green Marketing	07
	(b) Discuss disadvantages of global marketing program	07

