Enrollment No:	Exam Seat No:

C.U.SHAH UNIVERSITY Summer Examination-2019

Subject Name : Strategic Brand Management

Subject Code: 4MS06SBM1 Branch: BBA

Semester: 6 Date: 29/04/2019 Time: 10:30 To 01:30 Marks: 70

Instructions:

- (1) Use of Programmable calculator & 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.

Q-1		Attempt the following questions:	(14)
	a)	Define "Brand".	1
	b)	Define "Product"	1
	c)	Write full form of CBBE	1
	d)	What do you mean by brand knowledge?	1
	e)	What do you mean by brand element?	1
	f)	Explain concept of Brand Image.	1
	g)	Explain Market Segmentation.	1
	h)	Explain Targeting.	1
	i)	Explain Positioning.	1
	j)	Give full form of PoP.	1
	k)	Give full form of PoD.	1
	l)	What do you mean by Co - Branding?	1
	m)	What do you mean by Ingredient Branding?	1
	n)	Explain Celebrity Endorsement.	1
		Attempt any four questions from Q-2 to Q-8	
Q-2		Explain Strategic Brand Management Process.	(14)
Q-3		Write in detail about CBBE pyramid.	(14)
Q-4	A B	Attempt all questions Write a note on Brand Resonance. Write a note on Customer Relationship Management.	(14) 7 7
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Q-5		Define Brand Audit & Explain concept of Brand inventory and Brand Exploratory.	(14)
Q-6		Why brand name is important element? Explain the brand naming procedure.	(14)



Q- 7	Attempt all questions	(14)
\mathbf{A}	Write a note on Logos & Symbols.	7
В	Write a note on Core Brand Association.	7
Q-8	Attempt all questions	(14)
${f A}$	Write a note on Ingredient Branding.	7
В	Write a note on Brand Strategies.	7

