

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2019

Subject Name : Strategic Brand Management

Subject Code : 5MS04SBM1

Branch: MBA

Semester : 4

Date : 24/04/2019

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. Explain the term Core Benefit Level.
- b. What is Time Risk?
- c. Define Brand Awareness.
- d. Describe Brand Recall.
- e. What is Service Empathy?
- f. Differentiate between Brand Extension and Line Extension.
- g. Explain Brand positioning.

Q-2 Attempt all questions

- a. What is Brand? Discuss Strategic Brand Management Process? (07)
- b. “Customer-Base Brand Equity Model (CBBE) provides a unique point of view as to what brand equity is and how it should be built, measures and managed.”- Critically evaluate the above statement with sub-dimensions of Brand Building Blocks. (07)

OR

Q-2 Attempt all questions

- a. What are the advantages and disadvantages of Global Marketing Programme? (07)
- b. To establish brand equity and differentiate a brand from its competitors, managers need to design brand elements carefully. To Justify above statement, outline the brand elements to build a sustainable brand with any brand example. (07)

Q-3 Attempt all questions

- a. Discuss The Brand Value Chain with the example of any new juice café at Ahmedabad city. (07)
- b. What is Brand Architecture? Explain the Brand-Product Matrix with Starbuck Example. (07)

OR

- Q-3 a. What are the determinants of Corporate Image? (07)
- b. What is Cause Marketing? Discuss the potential benefits of cause marketing. (07)



SECTION – II

- Q-4 Define the following:** (07)
- Conjoint Analysis
 - Coverage
 - Versatility
 - Push Strategy
 - Direct Channel vs Indirect Channel
 - Perceived Quality
 - Morpheme
- Q-5 Attempt all questions**
- “Secondary Brand Knowledge is critical element for creating any strong, favorable and unique associations with the mindset of different consumers.” Provide opinion on above statement considering components of secondary sources of Brand Knowledge. (07)
 - What is Co-Branding? What are the advantages and disadvantages of co-branding? (07)
- OR**
- Q-5 Attempt all questions**
- “Green Marketing has failed to achieve success in India.” Critically evaluate this statement with Obstacles of Green Marketing and possible solutions for bridging this gap. (07)
 - What is Brand Extension? What are the advantages and disadvantages of Brand Extension? (07)
- Q-6 Attempt all questions**
- Compare between Point of Differences & Point of Parity for any company of your choice. (07)
 - Write a note on Green Marketing. (07)
- OR**
- Q-6 Attempt all Questions**
- Discuss applications of global marketing program (07)
 - Explain desirability and deliverability criteria for choosing points of difference (07)

