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Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2018
MS3EM04 Brand Management

Programme: BBA

Branch/Specialisation:
Management/Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. The marketing messages committed to customers wishes is a part of - **1**
(a) Permission marketing (b) Activity marketing
(c) Supplier marketing (d) None of these
- ii. Brand management is not about- **1**
(a) Building brand equity (b) spoiling image of a brand
(c) Managing brand elements (d) Valuation of brands in market
- iii. The term which facilitate product transportation, protection & storage is called as- **1**
(a) Naming (b) Delivering (c) Packaging (d) Disposing
- iv. Following is not a promotion mix tool- **1**
(a) Radio (b) Publicity
(c) Advertising (d) Sales promotion
- v. Which of the following brand element is the address of a resource on the internet – **1**
(a) Name (b) URL (c) Website (d) Domain name
- vi. Who is the brand ambassador of Pani foundation? **1**
(a) Priyanka chopra (b) Amitabh bachhan
(c) Amir Khan (d) Priyanka Gandhi
- vii. Which type of marketing would a company blog is considered? **1**
(a) Social Network Marketing (b) Traditional Marketing
(c) Both (a) and (b) (d) Neither (a) nor (b)
- viii. A type of media for branding which has the highest reach **1**
(a) TV (b) Newspaper (c) Internet (d) Radio

P.T.O.

[2]

ix.	Which of the following is a health check of a brand?	1
	(a) Brand check-up (b) Brand audit	
	(c) Brand value (d) Brand tracking	
x.	Brand valuation pyramid has how many tiers?	1
	(a) 3 (b) 2 (c) 4 (d) 5	
Q.2	i. What do you mean by brand management? Differentiate between a brand and a product.	3
	ii. Explain five levels of a product with example.	5
OR	iii. Explain strategic brand management process in brief.	5
Q.3	i. Define IMC and its tools.	3
	ii. What is corporate branding? Explain its process and limitations.	5
OR	iii. Elaborate the concept of brand equity management system.	5
Q.4	i. Select a brand of your choice and write (or draw) any 6 brand elements of that brand.	3
	ii. What are the criteria of choosing brand elements? Discuss.	5
OR	iii. What influence does celebrity endorsement have on consumers? What are the disadvantages of celebrity endorsements?	5
Q.5	i. Define online branding and write its various tools.	3
	ii. Explain 7 C's framework with reference to online branding.	5
OR	iii. Write difference between online and offline branding environment?	5
Q.6	i. Define the following: (a) Brand Audits (b) Brand tracking	3
	ii. Explain internal branding in detail.	5
OR	iii. What do you mean by brand valuation? Explain its methods.	5
Q.7	Case Study	
	i. Identify & explain the sources of brand equity in the given case	5
	ii. Despite of global success of Samsung, suggest how brand equity of Samsung can be strengthened in Indian market?	5

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In 1998, South Korea's leading consumer electronics major, Samsung Electronics Corporation (Samsung), entered into an agreement with the International Olympic Association to sponsor the 1998 Seoul Olympics.

According to company sources, Samsung wanted to sponsor Olympics to establish itself as a global brand. Analysts felt that by associating itself with the Olympics, Samsung would increase its brand visibility and brand recall among its consumers worldwide. They also pointed out that to become the next Sony of the consumer electronics market, Samsung would have to invest heavily in marketing.

In the late 1990s, Samsung entered into various marketing alliances with companies worldwide and sponsored events to enhance its brand awareness. Due to its marketing efforts, its brand value appreciated by 200% from \$3.1 billion in 1999 to \$8.3 billion in 2002. In 1993, as a first step in its globalization drive, Samsung acquired a new corporate identity. It changed its logo and that of the group. In the new logo, the words Samsung Electronics were written in white color on a blue color background to represent stability, reliability and warmth.

The words Samsung Electronics were written in English so that they would be easy to read and remember worldwide. Samsung realized that to become a global brand, it had to change the perceptions of consumers who felt that it was an OEM player and associated its products with low technology. Generally, consumers in developed markets (such as the US) opted for Samsung when they could not afford brands such as Sony and Panasonic. To change consumer perceptions, Samsung decided to focus on product design and launch innovative products.

Consequently, in 2002, Samsung emerged as the only non-Japanese brand from Asia to be listed in the global top 100 brands valued by Interbrand Inc. The company was ranked 34th in Interbrand's list of the world's top 100 brands.

Marking Scheme
MS3EM04 Brand Management

Q.1	i.	The marketing messages committed to customers wishes is a part of -	1
		(a) Permission marketing	
	ii.	Brand management is not about-	1
		(b) spoiling image of a brand	
	iii.	The term which facilitate product transportation, protection & storage is called as-	1
		(c) Packaging	
	iv.	Following is not a promotion mix tool-	1
		(a) Radio	
	v.	Which of the following brand element is the address of a resource on the internet –	1
		(b) URL	
	vi.	Who is the brand ambassador of Pani foundation?	1
		(c) Amir Khan	
	vii.	Which type of marketing would a company blog is considered?	1
		(a) Social Network Marketing	
	viii.	A type of media for branding which has the highest reach	1
		(d) Radio	
	ix.	Which of the following is a health check of a brand?	1
		(b) Brand audit	
	x.	Brand valuation pyramid has how many tiers?	1
		(a) 3	

Q.2	i.	Definition of brand management	1 mark	3
		Difference b/w a brand and a product.		
		Any 4 point 0.5 mark for each	(0.5 mark *4)	
	ii.	Five levels of a product with example.		5
		1 mark for each point	(1 mark * 5)	
OR	iii.	Strategic brand management process		5

Q.3	i.	Definition of IMC	1 mark	3
		Its tools 0.5 mark for each point (0.5 mark *4)	2 marks	
	ii.	Corporate branding process	2 marks	5
		Limitations.	3 marks	

OR	iii.	Brand equity management system		5
		Any 5 points 1 mark for each	(1 mark * 5)	

Q.4	i.	Any 6 brand elements of that brand		3
		0.5 mark for each element	(0.5 mark *6)	
	ii.	Criteria of choosing brand elements		5
		1 mark for 1 element	(1 mark * 5)	

OR	iii.	Influence	3 marks	5
		Disadvantages of celebrity endorsements	2 marks	

Q.5	i.	Define online branding	1 mark	3
		Its various tools	2 marks	

	ii.	7 C's framework		5
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OR	iii.	Difference between online and offline branding environment		5
		0.5 mark for each point	(0.5 mark* 10)	

Q.6	i.	Define the following:		3
		(a) Brand Audits	1.5 marks	
		(b) Brand tracking	1.5 marks	

	ii.	Internal branding		5
		Any 4 points 1.25 mark for each	(1.25 mark *4)	

OR	iii.	Brand valuation methods.		5
		Cost based	2 marks	
		Income based	2 marks	
		Market based	1 mark	

Q.7		Case Study		
	i.	Identify & explain the sources of brand equity in the given case		5
	ii.	Despite of global success of Samsung, suggest how brand equity of Samsung can be strengthened in Indian market?		5
