



**RAN-3447**

**T.Y.B.A. (Sem-V) Examination**

**March / April - 2019**

**Advance Marketing Management-I**

**સૂચના : / Instructions**

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.  
**Fill up strictly the details of signs on your answer book**

Name of the Examination:

☛ **T.Y.B.A. (Sem-V)**

Name of the Subject :

☛ **Advance Marketing Management-I**

Subject Code No.:

**3 4 4 7**

Seat No.:

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Student's Signature

**Q-1 Explain Following in Brief.**

**10**

- List down character name of Four Popular Brands along with Brand Name
- Define Primary Brand Association.
- Define Brand Recall
- Define Product Category Structure.
- Give example of four brands that have been dropped by different companies to manage their brand portfolio over a period of time.

**Q-2 Define Strategic Brand Management. Also explain Strategic Brand Management Process in detail.**

**13**

**OR**

- List down characteristics of Good Brand Name.
- Explain Various Scope of Brand in detail

**06**

**07**

- Q-3** a) Diagrammatically present Customer based Brand Equity Pyramid Also explain Brand Salience in detail. **08**
- b) Explain meaningfulness and likability with respect to criteria for Choosing Brand Elements. **05**

**OR**

- a) Explain Brand Revitalization Strategies with the help of example. **08**
- b) List down Brand Elements of Following: **05**
- 1) Nike
  - 2) Samsung

- Q-4 A) Explain Brand Reinforcement in Detail 07**
- B) Case Study 07**

Close-up has been used by 4,000. Millions people around the world. Their research and product development experts have created innovative care. Close-up of toothpaste products to ensure that their toothpaste that strengthens the consumer was beyond clean and healthy teeth to give you a smile that confident than anyone.

One of the innovations close-up proud to offer consumers **Close-up White**, which reduces horizontal yellow on the teeth. This is one of the innovative products they promote and encourage the most benefits for the consumer. Close-up helps build the confidence to live fully and to maintain the image of a modern development in the field. Cheerful confidence of the new generation as we. They believe that a healthy mouth and teeth that can make sure to use a fully closeup is not only a healthy mouth and teeth care products. But also give confidence to users when they are closer to the people around you.

Q-1 Discuss management of Close-up brand?

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