

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) SEMESTER 09 - EXAMINATION – SUMMER-2018

Subject Code: 4190523**Date: 02/05/2018****Subject Name: Brand Marketing****Time: 2:30 PM To 5:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) "Trust of people can be gained by establishing strong brand in their minds". Do you agree? Explain in the context of any national or international brand to build brand equity. **07**
- (b) "Strategic Brand Management creates customer value." Justify with Strategic Brand Management Process. **07**
- Q.2** (a) Explain various brand elements by taking any brand of FMCG sector. **07**
- (b) Give the meaning of 'Brand Positioning'. Select LUX Brand and explain various brand positioning strategies. **07**
- OR**
- (b) What is Brand Audit? How it can be carried out effectively? Discuss. **07**
- Q.3** (a) Give the meaning of Co-branding & Ingredient branding. Discuss Advantages and Disadvantages of Co-Branding. **07**
- (b) Discuss various components of Pricing Strategy. **07**
- OR**
- Q.3** (a) What do you mean by Brand Revitalization? Why company go for it? Discuss various ways for Brand revitalization. **07**
- (b) "One Brand, Many Channels". Explain this statement with various channel strategies. **07**
- Q.4** (a) What are the challenges faced by company when they want to manage its brand internationally? Discuss in detail. **07**
- (b) Write a short note on – Customer Based Brand Equity **07**
- OR**
- Q.4** (a) Discuss various factors which are needed to be considered by company while designing and implementing branding strategies. **07**
- (b) Give the meaning of Market Segmentation. Discuss the importance of market segmentation in Brand building. **07**
- Q.5** (a) Pick any brand and assess whether the brand is marketed on a standardized versus customized basis. **07**
- (b) Explain the terms with examples; Brand Loyalty **07**
Brand Association
- OR**
- Q.5** (a) Define 'Brand Mantra'. Discuss its elements with relevant examples. **07**
- (b) Discuss quantitative techniques for measurement of sources of brand equity. **07**
