

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020
SET-2

Program: BBA-CORE [SPL IN MKT]
Subject/Course: BRAND MANAGEMENT
Course Code: MKTG3002

Semester : IV
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

	Attempt All Questions	Marks	COs
Q.1	‘Tapping Customers perceptions and belief often uncover the true meaning of a brand’. How did the article ‘Brand report Card’ justify the Statement evaluating the Brand on 10 traits that most of the World’s Brand share with each other?	20	CO1/CO2
Q.2	Reference to the case ‘Coca Cola on Face Book’, How did the case Invites a comparison of Coca Cola’s Face Book strategy with Starbuck?	20	CO1/CO2
Q.3	‘Brand Positioning Starts with establishing a frame of reference, which signals to consumers the goal they can expect to achieve by using a brand. In some cases, the frame of reference is other brands in same category.’ Elaborate on the fact with your understanding in reference to the Article ‘Three Questions you need to ask about your Brand’.	20	CO2/CO3
Q.4	Brand Manager of UnME Jeans, Margaret Foley is facing an increasing complex media environment in which her traditional media plan, focused of Television, print and radio advertisements, has become less effective due to declining audience, increased advertising clutter, and consumer tuning out. She is now exploring web 2.0 social media options to determine if they can better achieve her branding and advertising objectives. How should Foley integrate Social Media into her traditional media	20	CO3/CO4

	Plans? How well do the social media plan address the emerging challenges of the rapidly changing media environment? Suggest what can you change in the social media plans to make them more effective for UnMe's targeted customers?		
Q.5	'You need a global Brand, which is then adopted to the key markets on the key continents in order to offer consumers the right and the relevant products, which is what Universalization is.' Reference to the case 'L Oreal: Global Brand Local Knowledge', How do you think L'Oréal executed its strategy of Global Brand, Local Knowledge? What are the tradeoff that the company has to do to implement its Strategy	20	CO3/CO4

ANSWERS