



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2023

Course: Managing Brands

Semester: III

Program: MBA (Marketing)

Course Code: MKTG 8004

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.	Statement of question	Marks	CO
Q 1	How can a brand use social listening in Digital Brand Management? A) To share promotional messages B) To monitor and analyze conversations and sentiments related to the brand on social media C) To generate fake reviews D) To automate content posting	2	CO1
Q 2	Estimation of total brand value in financial terms are classified as A) Brand audit B) Brand Tracking C) Brand valuation D) Product valuation	2	CO1
Q 3	_____are defined in terms of consumers overall evaluations of a brand. A) Brand credibility B) Brand attitudes C) Brand positioning D) Brand Judgement	2	CO1
Q 4	What role does emotional branding play in brand management? A) It reduces production costs. B) It fosters an emotional connection between the brand and consumers. C) It focuses solely on product features. D) It increases the speed of new product development.	2	CO1
Q 5	What is the term for the strategy of tailoring content and messages to specific audience segments in Digital Brand Management? A) Content standardization B) Content localization C) Content personalization D) Content isolation	2	CO1
Q 6	_____is when a current brand name is used to enter a new market segment in the existing product class. A) Category extension		

	B) Line Extension C) Brand extension D) Market expansion		
Q 7	Which of the following is a measure of brand loyalty? A) Number of new customers B) Customer retention rate C) Total revenue D) Social media followers	2	CO1
Q 8	In the context of brand identity, what does the term "brand personality" refer to? A) The CEO's personal traits B) The emotional and human characteristics associated with a brand C) The product features D) The brand's financial health	2	CO1
Q 9	Define Brand Equity.	2	CO1
Q 10	Define Brand Imagery?	2	CO1
SECTION B 4Qx5M= 20 Marks			
	Statement of question		
Q 11	What are different types of Brand Extension? Discuss its advantages and disadvantages.	5	CO2
Q 12	Briefly explain the concept of a unique selling proposition (USP) and its role in brand differentiation.	5	CO2
Q 13	What do you understand by the term internal branding? Explain with example.	5	CO2
Q 14	What is the purpose of a brand audit, and what aspects does it typically assess?	5	CO2
SECTION-C 3Qx10M=30 Marks			
	Statement of question		
Q 15	Discuss Brand Resonance Pyramid with example.	10	CO3
Q 16	As you are aware, 7 years back Maggie faced negative perception and faced brand crisis. Develop a crisis management plan outlining the immediate steps, communication strategies, and long-term brand recovery initiatives. Or, Analyze how a brand expresses its personality on social media platforms. Evaluate the consistency of brand personality across different social channels and discuss how the brand engages with its audience in a unique and authentic way.	10	CO3

Q 17	Choose any brand in automobile industry and explain its positioning strategy. Suggest few other strategies which you would implement to strengthen brand.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
	Statement of question		
Q 18	<p>Maruti is maintaining good position in Petrol & Diesel Vehicle segment. Now, it wants to use its brand in EV segment. And planning to launch Electric Vehicle aggressively in Indian market. Suppose you are a brand manager of Maruti. Discuss various strategies you will suggest launching the EV successfully. Also, what are the various strategies you will suggest strengthening the Brand.</p> <p style="text-align: center;">Or</p> <p>Discuss Apple brand with its competitors. How well it is positioned. How has it grown over time?</p>	15	CO4
Q 19	Design a brand loyalty program for online retail companies, considering the target audience, program structure, and incentives. Discuss how the loyalty program aligns with the brand's overall strategy and how it aims to enhance customer loyalty.	15	CO4