



Name:  
Enrolment No:

**UPES**  
**End Semester Examination, December 2024**

**Course: Managing Brands**  
**Program: INT BBA MBA**  
**Course Code: MKTG 8004**

**Semester: VII**  
**Time: 1.5 hrs.**  
**Max. Marks: 100**

**Instructions: Please answer all questions.**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	In Keller's CBBE model, brand salience primarily addresses: (a) Brand loyalty (b) Brand recognition (c) Brand resonance (d) Brand equity	2	CO2
Q2	Which metric is commonly used to measure brand loyalty? (a) Net Promoter Score (NPS) (b) Customer Acquisition Cost (c) Brand Recall Rate (d) Engagement Rate	2	CO4
Q3	The brand resonance pyramid suggests that a successful brand must first achieve: (a) Customer loyalty (b) Brand loyalty (c) Brand awareness (d) Customer equity	2	CO2
Q4	Points of Difference (POD) in a brand positioning strategy help in: (a) Meeting customer expectations (b) Differentiating from competitors (c) Building brand equity (d) Identifying market segments	2	CO3
Q5	Brand equity refers to: (a) The tangible assets of a brand (b) The value a brand adds to a product or service (c) The logo and tagline of a brand (d) Market share and profitability	2	CO2
Q6	A brand that focuses on building emotional connections with consumers prioritizes: (a) Brand equity (b) Brand loyalty (c) Brand personality (d) Brand salience	2	CO1

Q7	Which of the following best defines a brand community? (a) A group of customers who only purchase a specific brand (b) A community with similar values as a brand (c) Loyal customers who engage actively with the brand (d) None of the above	2	CO1
Q8	The purpose of segmentation in brand strategy is to: (a) Differentiate from competitors (b) Identify and target specific consumer groups (c) Build a brand community (d) Set brand positioning	2	CO3
Q9	A successful brand extension strategy involves: (a) Launching new products in unrelated categories (b) Using existing brand equity to introduce new products (c) Rebranding products to target a younger audience (d) Positioning products for better brand recall	2	CO3
Q10	Sales promotions are typically used in branding to: (a) Build brand loyalty (b) Increase brand awareness (c) Drive short-term sales (d) Increase engagement	2	CO4
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 11	Explain the <b>importance of brand loyalty</b> in establishing long-term consumer relationships, using ONE example of a successful Indian brand.	5	CO1
Q12	Discuss the role of <b>consumer segmentation</b> in brand positioning. How does it impact a brand's ability to communicate effectively?	5	CO3
Q13	Discuss the concept of <b>brand equity</b> and how it affects a brand's performance and market value, with ONE example from the FMCG sector in India.	5	CO3
Q14	What are <b>Points of Parity (POP)</b> and <b>Points of Difference (POD)</b> in positioning strategy, and how do they influence brand perception? Provide TWO examples from competitive brands in the Indian market.	5	CO3
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q15	Evaluate the importance of <b>brand associations</b> in shaping consumer perceptions. Explain how Tata Group builds brand associations across diverse sectors in India.	10	CO1, CO2
Q16	Discuss the <b>Brand Value Chain</b> and its stages, illustrating how an organization like Hindustan Unilever could use it to assess the impact of marketing investments on brand performance.	10	CO2, CO3
Q18	Explain the steps involved in creating a <b>brand positioning strategy</b> for a new product. As a hypothetical example, suggest a brand positioning strategy for a mobile phone targeting Indian rural consumers.	10	CO3, CO4
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Case study	<b>Case Study:</b> An Indian mobile phone brand, <b>REDCELL</b> , has recently entered the market with affordable, quality products. Their key focus is to		

	build brand equity and gain market share among younger consumers in urban and semi-urban areas. The brand is considering a marketing communication strategy that combines digital media, influencer marketing, and targeted promotions to create strong brand associations and foster loyalty.		
Q19	<b>Case Question 1:</b> Analyze the <b>steps REDCELL should take in the strategic brand management process</b> to create strong brand equity. Address key principles like positioning, POPs and PODs, brand communication, and customer loyalty.	<b>15</b>	<b>CO3, CO4</b>
Q20	<b>Case Question 2:</b> Propose a <b>branding strategy that will appeal to the young, digitally connected Indian consumer</b> . Evaluate potential challenges and suggest how REDCELL could measure the effectiveness of this strategy.	<b>15</b>	<b>CO1, CO3, CO4</b>