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**Presidency University**

**Bengaluru**

**School of Management**

**Summer term End-Term Examination - August 2024**

**Semester**: III

**Course Code**: MBA3060

**Course Name**: Product and Brand Management - Concepts and Insights

**Department:** SOM

**Date**: 06-08-2024

**Time**: 9:30am – 12:30pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Explain the concept of brand extension with the help of an example. What are the potential risks involved in brand extension? Question (CO: No. 1 Knowledge)
2. Differentiate between a product and a brand with two examples. Question (CO: No.1 Knowledge)
3. What is the significance of branding for consumers? How does a strong brand influence consumer buying behavior? Question (CO: No. 1 Knowledge)

1. What are the key components of the Brand Prism model? How can it be used to develop a comprehensive brand strategy? Question (CO:No. 1 Knowledge)
2. How does interactive marketing contribute to building brand equity? Question (CO: No. 2 Knowledge)

1. Explain the concept of sensory branding with an example. Question (CO: No. 2 Knowledge)
2. What is co-branding and how can it benefit companies? Question (CO: No. 3 Knowledge)
3. Explain the concept of brand positioning with an example. Question (CO: No. 3 Knowledge)
4. Describe the purpose of a brand equity report. Question (CO: No. 3 Knowledge)
5. Define brand exploratory and its role in understanding consumer perceptions. Question (CO: No. 3 Knowledge)
6. What is a brand inventory and why is it important in conducting a brand audit? Question (CO: No. 3 Knowledge)
7. What are the key components of a brand charter? Question (CO: No. 3 Knowledge)

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. A newly launched smartphone brand, "NovaPhone," is struggling to gain market share despite offering competitive features and pricing. In the context of the case study, What is customer-based brand equity (CBBE)? How can NovaPhone enhance its brand awareness and create strong brand associations to improve its CBBE? (CO:No. 1 Application)
2. Discuss how brand personality can be leveraged to create emotional connections with consumers. Analyze the concept of brand personality and its role in building strong customer relationships. Provide examples of brands with strong personalities and explain how they have contributed to brand success. Question (CO:No. 1 Application)
3. Discuss the components of an Integrated Marketing Communications (IMC) program and how they collectively enhance brand equity. Question (CO:No. 2 Application)

1. Evaluate the impact of channel strategy on a brand's market positioning and customer satisfaction. Provide examples to support your answer. Question (CO:No. 2 Application)
2. Discuss the components of an Integrated Marketing Communications (IMC) program and how they collectively enhance brand equity. Question (CO:No. 2 Application)

1. You are responsible for managing a brand that is experiencing a decline in market share. Develop a strategy to rejuvenate the brand, detailing the steps you would take and the marketing initiatives you would implement to revitalize its image and regain consumer interest. Question (CO: No. 3 Application)
2. Imagine you are tasked with designing a brand tracking study for a well-known beverage brand. Outline the key steps you would take to develop this study, including the metrics you would track and the methods you would use to collect data. Question (CO: No. 3 Application)

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Examine the role of brand architecture in managing a diversified product portfolio. Choose a multinational company with a diverse range of products (e.g., Procter & Gamble, Unilever). Analyze how they structure their brand architecture, the benefits of their approach, and the challenges they face. Discuss how their brand architecture strategy helps in building and maintaining brand equity across different product categories. Question (CO: No. 2 Analysis)
2. Examine the challenges and strategies involved in managing a brand over time, particularly during periods of ageing, decline, and rejuvenation. Select a brand that has successfully navigated these phases and analyze the key factors that contributed to its sustained brand equity. Question (CO:No. 3 Analysis)