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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**TEST 1**

**Winter Semester:** 2021 - 22

**Course Code:** BMK108

**Course Name:** Brand Management

**Program & Sem:** BBA -Digital Marketing & VI

**Date:** 27.04.2022

**Time:** 11.30AM – 12.30PM

**Max Marks:** 30

**Weightage:** 15 %

**Instructions:**

(i) Read the all questions carefully and answer accordingly.

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries One marks.**

**(10Qx 1M= 10M)**

1. Identify the term brand is defined as an \_\_\_\_\_ asset. (C.O.No.1) [KNOWLEDGE]  
a. Liquid    b. Fixed    c. Intangible    d. Current
2. Define the brand with a suitable example. Also, can you think of anything that cannot be branded? (C.O.No.1) [KNOWLEDGE]
3. Recognize the option where Starbucks brand revolution in Indian customers will have limited awareness \_\_\_\_\_. (C.O.No.1) [KNOWLEDGE]  
a. Under Positioning    b. Segmentation    c. Targeting    d. None
4. Label the term \_\_\_\_\_ a graphic mark, emblem or symbol commonly used by the advertising agencies, organizations, and individuals to promote the brand instant visibility in the global context. (C.O.No.1) [KNOWLEDGE]  
a. Slogan    b. Logo    c. Tagline    d. Symbols.
5. Match the following the terms when customer is purchasing the product in NIKE (C.O.No.1) [KNOWLEDGE]  
a. Brand Recognition    1. Opinion.  
b. Brand Identity    2. Recall  
c. Brand Judgement    3. Salience
6. List the brand elements of Amul products in India. (C.O.No.2) [KNOWLEDGE]
7. Label the term is used to identify the brand, enhance the brand awareness and to facilitate Unique brand associations \_\_\_\_\_. (C.O.No.2) [KNOWLEDGE]

- a. Brand Personality b. Brand Positioning c. Brand Elements d. Brand Marketing
8. Identify the word which is not a brand element of Adidas (C.O.No.2) [KNOWLEDGE]  
 a. Memorability b. Meaningfulness c. Traceability d. Likability
9. List the criteria of brand elements of Coke (C.O.No.2) [KNOWLEDGE]
10. Match the following of the famous slogans of (C.O.No.2) [KNOWLEDGE]
- |                |                                |
|----------------|--------------------------------|
| a. Nike        | 1. Move the way you want       |
| b. Uber        | 2. Happiest place in the earth |
| c. Disney land | 3. Just Do It                  |

### Part B [Thought Provoking Questions]

**Answer all the Questions. Each question carries Five marks. (2Qx5M=10M)**

11. Swaraj Tractors, reimagined the traditional rural marketing customer journey with a digital campaign to grow leads and sales in India. Discuss the strategic brand management process to increase sales. (C.O.No.1) [COMPREHENSION]
12. The fast-food restaurant Mc' Donald's deployed programmatic technology to create and distribute content to the millennials to launch new cheesy burger. Explain the criterion of brand elements of Mc' Donald's new products. (C.O.No.2) [COMPREHENSION]

### Part C [Problem Solving Questions]

**Answer all the Questions. Each question carries Ten marks. (10Qx1M=10M)**

13. Gap is a well-known, well-established clothing and accessories retailer founded in 1969. It stands as one of the largest global specialty retailers due to its popularity amongst a broad demographic of consumers. In 2010, following slumped sales after the Financial Crisis of 2008, Gap decided to redesign its 20-year longstanding logo, giving rise to the 'Gap gate' phenomenon. Further Gap was able to rebrand their strategy to achieve competitive advantage. Prepare and explain the framework of Customer based Brand Equity Model of GAP helps to sustain in the global market. (C.O.No. 1) [APPLICATION]



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**Program & Sem:** BBA -Digital Marketing & VI Sem

**Date:** 27.04.2022

**Time:** 11.30am – 12.30pm

**Max Marks:** 30

**Weightage:** 15 %

**Instructions:**

- (i) *Read the all questions carefully and answer accordingly.*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries One marks. (10Qx 1M= 10M)**

1. Identify the following car brand \_\_\_\_\_ is no longer exist. [1M] (C.O.No.1) [KNOWLEDGE]  
a. Maruti Suzuki b. Tesla c. Hummer d. BMW
2. Define the brand and product with a suitable example [1M] (C.O.No.1) [KNOWLEDGE]
3. Recognize the option while developing the brand for envision are \_\_\_\_\_  
a. Attribute b. Obsession c. Belief d. All the above [1M] (C.O.No.1) [KNOWLEDGE]
4. Label the term brand knowledge refers to brand \_\_\_\_\_  
a. Awareness b. Recall c. Personality d. Persona [1M] (C.O.No.1) [KNOWLEDGE]
5. Outline the possible brand associations of Apple I phones [1M] (C.O.No.1) [KNOWLEDGE]
6. Define brand elements with a suitable example. [1M] (C.O.No.2) [KNOWLEDGE]
7. Label the term is used to identify the brand and captures the key associations of product \_\_\_\_\_ . [1M] (C.O.No.2) [KNOWLEDGE]  
a. Brand Personality b. Brand Positioning c. Brand Elements d. Brand Name
8. Identify the word which is not a brand element of Keventers [1M] (C.O.No.2) [KNOWLEDGE]  
a. Memorability b. Meaningfulness c. Transferability d. Loyalty
9. List the criteria of brand elements of Nestle Maggi Noodles [1M] (C.O.No.2) [KNOWLEDGE]
10. Match the following of the famous slogans of [1M] (C.O.No.2) [KNOWLEDGE]  
a. Coco Cola 1. Think different

b. Apple

2. Think big

c. IMAX

3. Open Happiness

### **Part B [Thought Provoking Questions]**

**Answer all the Questions. Each question carries Five marks.**

**(2Qx5M=10M)**

11. Vedantu and Byju's, an online tutoring platform, launched a strategy in India to establish itself as a challenger brand in the EdTech space and an EdTech leader that sustains India's learning needs. In this context, Discuss the points of parity and points of difference with respect to Vedantu and Byju's brand .  
[5M] (C.O.No.1) [COMPREHENSION]

12. The core concept of the automotive brand Audi is "evolving technology, defining the future", and is committed to integrating technological innovation into automotive products. The brand hopes to establish Audi's innovative brand image in the minds of consumers and increase its visibility to expand its market share. Explain the Keller's brand equity model of Audi car.  
[5M] (C.O.No.1) [COMPREHENSION]

### **Part C [Problem Solving Questions]**

**Answer all the Questions. Each question carries Ten marks.**

**(10Qx1M=10M)**

13. ITC Fabelle, a luxury chocolate brand, introduced a new line of chocolates in India by launching a customisable microsite that allowed men to gift personalised chocolates to sisters during Rakhi festival. Also these microsite facilitate the customers by creating special videos and messages to their sisters. Subsequently ITC aimed to reach maximum customers in India during the festival using brand elements. Interpret, how to choosing brand elements of Fabelle chocolate to achieve brand equity?  
[10M] (C.O.No. 2) [APPLICATION]



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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**TEST 2**

**Winter Semester:** 2021 - 22

**Course Code:** BMK 108

**Course Name:** Brand Management

**Program & Sem:** BBA -Digital Marketing & VI

**Date:** 1<sup>st</sup> June 2022

**Time:** 03.00 PM to 04:00 PM

**Max Marks:** 30

**Weightage:** 15 %

**Instructions:**

(i) *Read the all questions carefully and answer accordingly.*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries ONE marks.**

**(10Qx1M=10M)**

1. Identify the term \_\_\_\_\_ which explains the short phrases that communicate descriptive Information about the brand. (C.O.No.2) [KNOWLEDGE]  
a. Slogans    b. Logos    c. Symbols    d. Jingles
2. List the new approaches to marketing programs of Hindustan Unilever Ltd (C.O.No.2) [KNOWLEDGE]
3. Recognize the option \_\_\_\_\_ where Coco-Cola provides the product to individual as a custom label to feel special (C.O.No.2) [KNOWLEDGE]  
a. Marketing    b. Mass Customization    c. Targeting    d. None
4. Label the term \_\_\_\_\_ which transforms an actual product or service to create stronger bondage with the consumer (C.O.No.2) [KNOWLEDGE]  
a. Experiential Marketing    b. Relationship marketing    c. Permission Marketing  
d. Different Marketing
5. Match the following the terms when the customer is purchasing the HUL products (C.O.No.2) [KNOWLEDGE]  
a. Product Strategy    1. Ecommerce  
b. Pricing Strategy    2. Perceived Quality  
c. Channel Strategy    3. Profit

6. List the stages of the brand audit of Audi introducing virtual reality (VR) experiences into many new vehicles as technology innovation in automotive products (C.O.No.3) [KNOWLEDGE]
7. Label the term is used to collect the information from consumers on a routine basis in a quantitative manner by introducing new brand extensions \_\_\_\_\_ (C.O.No.3) [KNOWLEDGE]  
 a. Brand dashboards b. Brand inventory c. Brand audit d. Brand tracking
8. Identify the word which is establishing a brand equity management system for Zara Retail Fashion Limited (C.O.No.3) [KNOWLEDGE]  
 a. Brand charter b. Brand Hater c. Brand Equity d. Brand trust
9. List the attributes that act as a pillar of Titan watches to achieve brand equity (C.O.No.3) [KNOWLEDGE]
10. Match the following techniques to measure the Ariel and Surf excel brand (C.O.No.3) [KNOWLEDGE]
- |                     |                             |
|---------------------|-----------------------------|
| a. Free association | 1. Multidimensional scaling |
| b. Brand Awareness  | 2. Qualitative              |
| c. Perceptual Map   | 3. Quantitative             |

**Part B [Thought Provoking Questions]**

**Answer both the Questions. Each question carries FIVE marks. (2Qx5M=10M)**

11. Samsung is one of the leading home electronic monster company launched a series of products in India at lower prices and developed a pricing strategy framework to increase their sales. Discuss how Samsung set its prices to create a brand equity to achieve a competitive advantage. (C.O.No.2) [COMPREHENSION]
12. The soft drink beverage brand Maaza adopted a retargeting strategy to cement its appeal to female consumers and revive the mango drinks segment in India. Explain the process of brand audit of Mazza to achieve brand equity. (C.O.No.3) [COMPREHENSION]

**Part C [Problem Solving Questions]**

**Answer the Question. The question carries TEN marks. (10Qx1M=10M)**

13. Puma is a sports apparel brand that ran a social media campaign mainly focused on unconventional female influencers to encourage women to own their individuality, and drive

awareness for empowerment and sales of its women's sneakers in India. Prepare and design brand track research of Puma supports women to participate in sports. [(C.O.No. 3) [APPLICATION]



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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**END TERM EXAMINATION**

**Winter Semester:** 2021 - 22

**Course Code:** BMK 108

**Course Name:** Brand Management

**Program & Sem:** BBA– VI Sem

**Date:** 30<sup>th</sup> June 2022

**Time:** 01:00 PM to 04:00 PM

**Max Marks:** 100

**Weightage:**50%

**Instructions:**

(ii) Read the all questions carefully and answer accordingly.

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries THREE marks.**

**(10Qx3M= 30M)**

1. Identify the word Kia brand picture is based on \_\_\_\_\_. Further, this brand stature is based on \_\_\_\_\_ and Kia motors \_\_\_\_\_ are incurred by brands because of failures and questionable business practices that may increase costs and liabilities. (C.O.No.1) [KNOWLEDGE]  
a. Esteem b. Brand love c. Brand liabilities d. Brand image
2. Select the given options and fill up the blanks: \_\_\_\_\_ musical messages featured in Airtel ads \_\_\_\_\_ also promote \_\_\_\_\_ to customers can themselves publishes and share their posts on social media. Thus, the Airtel has a \_\_\_\_\_ to create innovative ads to keep the customers engaged (C.O.No.1) [KNOWLEDGE]  
a. Jingles b. credibility c. sensed. d. Instant sharing
3. Match the following the elements and slogans of the brands (C.O.No.2) [KNOWLEDGE]  
a. Coco-Cola 1. Think different  
b. Apple 2. Think big  
c. IMAX 3. Open Happiness
4. Recognize whether the statement is true or false that (C.O.No.2) [KNOWLEDGE]  
a. "The brand link between Hindustan Unilever and other brands is described as "objective attributes about to empower other brands."  
b. "Nestle commits product knowledge to the customer's memory in order to encourage repurchases".  
c. "A public relations campaign is the only component of a marketing communications programme."



5. Select a brand and examine how it makes use of secondary relationships by leveraging the brand association to achieve brand equity. (C.O.No.3) [KNOWLEDGE]
6. Match the following techniques to evaluate Ariel and Surf excel (C.O.No.3) [KNOWLEDGE]
- |                     |                             |
|---------------------|-----------------------------|
| a. Free association | 1. Multidimensional scaling |
| b. Brand Awareness  | 2. Qualitative              |
| c. Perceptual Map   | 3. Quantitative             |
7. Select a fading brand. What suggestions do you have for reviving the company's brand equity? (C.O.No.4) [KNOWLEDGE]
8. Identify the word \_\_\_\_\_ a brand requires marketers to either recapture lost sources of brand equity or establish new ones. Although increasing \_\_\_\_\_ is generally the simplest way to generate new sources of brand equity, and new \_\_\_\_\_ for brand success. (C.O.No.4) [KNOWLEDGE]
- a. Revitalizing b. Brand image c. Brand awareness d. Marketing strategy
9. Coca-Cola vs. Pepsi is one of the most heated rivalry in the beverage industry. They are the two most popular cola brands, delivering a nearly identical product in a variety of flavours, including diet, sugar-free, and flavoured drinks. Outline the importance of brand wars between these two competitors and how do they set their brands has a unique. (C.O.No.5) [KNOWLEDGE]
10. List the advantages of the Ola and Uber brand regain after post pandemic to achieve their success in their services . (C.O.No.5) [KNOWLEDGE]

### Part B [Thought Provoking Questions]

**Answer all the Questions. Each question carries EIGHT marks.**

**(5Qx8M=40M)**

11. In India, Vedantu and Byju's, an online tutoring platform, adopted a strategy to position itself as a challenger brand in the EdTech industry as well as an EdTech leader capable of meeting India's educational demands. Discuss the elements of similarity and distinction between Vedantu and Byju's brands in this context. (C.O.No.1) [COMPREHENSION]
12. Audi's primary principle is "developing technology, defining the future," and the company is devoted to integrating technological innovation into its automobiles. To enhance its market share, the brand intends to develop Audi's unique brand image in the eyes of consumers and raise its visibility. Explain Keller's brand equity model of the Audi automobile. (C.O.No.2) [COMPREHENSION]
13. Maaza, a soft drink beverage brand, used a retargeting strategy to increase female appeal and revitalise the mango drinks market in India. Explain the Maaza brand auditing procedure in order to attain brand equity. (C.O.No.3) [COMPREHENSION]
14. Starbucks stated, "We are and have always been the most respected coffee company in the world." We're going to fight to the death and refuse to let any company take our place.' In

January 2008, company announced a series of revitalization measures to help the Starbucks brand regain its lost glory. In this context select and explain the factors for brand revitalization strategies of marketing communications for Starbucks rebranding.

(C.O.No.4) [COMPREHENSION]

15. In the early twenty-first century, the 5 million tons Indian branded table salt market was facing stiff competition. For decades, Tata Salt was the undisputed market leader, closely followed by Annapurna. However, many new players have entered the market in recent years. Even though the unorganized sector accounted for the majority of the market, the trend of small brands such as Dandi going big was catching up. Discuss the nuances of brands regaining between the Tata and Annapurna during endemic market scenarios.

(C.O.No.5) [COMPREHENSION]

### **Part C [Problem Solving Questions]**

**Answer both the Questions. Each question carries Fifteen marks.**

**(2Qx15M=30M)**

16. ITC Fabelle, a luxury chocolate brand, created a new line of chocolates in India by developing a microsite that allowed men to send customised chocolates to their sisters for the Rakhi festival. Additionally, these microsites enable users to create personalised movies and messages for their sisters. Using brand components, ITC wanted to reach the greatest number of customers in India during the festival. (C.O.No. 2) [APPLICATION]

- a. Prepare the parameters for choosing the brand elements of ITC Fabelle.
- b. Relate your comments on how should brand elements of Fabella chocolate be selected to establish brand equity?

17. Puma is a sports apparel brand that ran a social media campaign in India primarily focused on unconventional female influencers to encourage women to own their individuality, raise awareness for empowerment, and increase sales of its women's sneakers. Further Women are already crushing it in every arena, and celebrating their accomplishments is both exciting and empowering. It also encourages those on the rise to reach for the stars. That's why I'm so appreciative of PUMA's She Moves Us campaign. Let us now demonstrate to the world what we are capable of!" (C.O.No. 3) [APPLICATION]

- a. Prepare and design Puma brand track research that encourages women to participate in sports.
- b. Relate your comments on various types of brand track with respect to Puma.