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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBA3028

**Course Name**: Brand Management

**Program:** BBA

**Date**: 01 / 07 / 2024

**Time**: 9:30 AM-12:30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

Q1. Describe business to business (B2B) brands. (CO-1) [Knowledge]

Q2. Describe brand association.  (CO-1) [Knowledge]

Q3. Classify any two elements of brand. (CO-2) [Understand]

Q4. Describe brand crisis (CO4) [Analyze]

5. Distinguish Brand Vs Product (CO-3) [Understand]

6. Categorize direct and indirect channel (CO-3) [Understand]

7. -Briefly explain brand crisis (CO4) [Analyze]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

Q8. Most business ideas come from an entrepreneur spotting a need for a product or service. There are four main customer needs that an entrepreneur or small business must consider. These are price, quality, choice and convenience. Explain different categories of brand (CO-2) [Understand]

Q9. Coca Cola is being advertised by a very popular celebrity, let’s say Celebrity X and Pepsi is advertised by Celebrity Y who seems not to be as popular as his counterpart, customers tend to remember Coca cola more than Pepsi. Hence, even Pepsi tastes better or has better sugar content, consumers prefer to have Coca Cola because of the celebrity associated with it. Taste in an attribute that comes after purchase. Sketch the brand knowledge pyramid for these two brands.  (CO-3) [Understand]

Q10. Mercedes Benz's reputation for reliability, quality, luxury, performance, safety, and advanced technology sets it apart from many other car brands. Its commitment to innovation and customer satisfaction make every Benz a statement of sophistication, style, and superior engineering. Evaluate the brand essence elements in the given scenario.  (CO-4) [Analyze]

Q11. A successful brand is positioned credibly, in accordance with its character. It is attractive (so it draws fans) and at the same time differentiating (from the competition). It has defined strategic ways to reach that positioning and acts according to those principles. Explain the strategic brand management process to gain the competitive advantage.  (CO-2) [Understand]

Q12. Explain the concept of brand misfunctioning.  (CO-3) [Understand]

Q13. Summarize the brand knowledge pyramid with an example.  (CO-1) [Remember]

Q14. Describe the history of branding.  (CO-2) [Understand]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

Q15. Personal Care Products include lotions, hair dyes, lipsticks, cosmetics, creams, deodorants, bath soaps, dental care products, shampoos, toothpaste, perfumes, UV filters, detergents, sunscreens, fragrances, and household items. Illustrate the Aker's Brand equity model for any of the personal care product of your choice.  (CO-3) [Understand]

Q16. Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. It is the world's largest coffee house chain. Interpret the brand equity of Starbucks in marketing context, finance context and consumer-based context. Also determine the need of brand equity for Starbucks.  (CO-3) Understand]

Q17Air India has started the rollout of its recently unveiled global brand identity across guest touchpoints, beginning with a full switch to the new look across digital and online channels and rebranding at Delhi and Mumbai airports. The new identity, unveiled in August 2023, is centered around the ‘Vista’, Air India’s logo icon and a symbol of limitless possibilities and progressiveness. The new look features Air India’s new brand colors, including Air India red, auberge, rose gold, and accents of gold, as well as the extensive usage of customized iconography and a bespoke font, Air India Sans - all crafted to reflect a bold, modern, and world-class airline with an Indian heart. Interpret the different challenges faced by Air India for sustaining in the long run and how they could be able to make it for global. (CO-4) [Analyze]