



**PRESIDENCY UNIVERSITY
BENGALURU**

RESEARCH AND DEVELOPMENT

Ph.D. Course Work

Mid-Term Examinations, AUGUST 2024

Even Semester: Ph.D. Course Work

Course Code: COM836

Course Name: Brand Management

Department: School of Commerce

Date: 13-08-2024

Time: 09.30am to 11.00am

Max Marks: 50

Weightage: 25%

Instructions:

- (i) *Read the all questions carefully and answer accordingly.*
 - (ii) *Do not write any matter on the question paper other than roll number.*
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PART A (THOUGHT PROVOKING)

Answer Any 4 Questions. Each question carries 5 marks. (4Qx 5M= 20M)

Q1. For over a century, marketing has revolved around branding. One of the most crucial abilities a marketing specialist should have been the capacity to establish, develop, improve, and safeguard the company's brands. Which is used to distinguish a company's goods and services. Describe the Aaker's Brand Equity Model. (CO: 01) [Remember]

Q2. The congruence and complementarity of different strategies for establishing brand equity must be taken into account. The selection of distinct brand features and various marketing support initiatives are the complementarity criteria. It is necessary to make up for the weaknesses of some elements with the strengths of other elements.
Discuss the Brand Components & Attributes (CO: 01) [Understand]

Q3. By evaluating brand knowledge, organizations can learn how their customers view their company and make necessary adjustments. Any company that wants to build significant brand equity and enhance its brand values must measure brand knowledge.
Summarize the brand knowledge pyramid with an example. (CO: 02) [Understand]

Q4. But occasionally, we require a little more of a defined beginning point, don't we? It's likely that you have some notion of what matters to your company, but it can occasionally be difficult to articulate your ideas. Consequently, some illustrations of brand values that you may use. Briefly explain the process of establishing brand values. (CO: 02) [Understand]

Q5. Businesses in India need to concentrate on providing a satisfying, easy-to-use, and unforgettable client experience at every point of contact if they want to establish a strong brand. Accept Cultural Diversity: In order for businesses to succeed as a brand, they must accept the cultural diversity that exists in India. summarize the new brand building process for the product of your choice.

(CO: 02) [Understand]

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PART B (PROBLEM SOLVING)

Answer all the Questions. Each question carries 10 marks.

(3Qx 10M= 30M)

Q1. 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 is an attribute that comes after purchase. Sketch the brand knowledge pyramid for these two brands. [CO-2 Evaluate]

Q2. 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 makes every Benz a statement of sophistication, style, and superior engineering. Explain the brand essence elements in the given scenario.

[CO-2 Analyze]

Q3. You have launched one beauty product for example an aging cream, mention the steps and ways you are going to build the brand image and value of your product. Name your product explain the brand building process. [CO 1- Create]