

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA (AM) – SEMESTER –9 • EXAMINATION – WINTER - 2016****Subject Code: 4190523****Date: 28/11/ 2016****Subject Name: Brand Marketing****Time: 10:30 am to 1:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define Brand. How do we differentiate a Brand with a Product? **07**  
(b) Explain the different types of risks, that a consumer may perceive while buying and consuming products. How do you think a brand can reduce the above mentioned risks? **07**

- Q.2** (a) Explain in detail the Strategic Brand Management Process. **07**  
(b) The weekly Twitter Advertiser Index lists the brands which have generated most engagement with users on the platform. Give some ad campaigns which fall under this category. **07**

**OR**

- (b) Explain Brand Equity concept. **07**
- Q.3** (a) Explain the marketing advantages of a strong brands by giving appropriate examples. **07**  
(b) Give a detail outline of the sources of Brand Equity **07**

**OR**

- Q.3** (a) Explain the guiding principles for Positioning a Brand. **07**  
(b) Explain Brand Mantra by mentioning at least three examples of existing brands either national or global. **07**

- Q.4** (a) Define brand elements. Explain the criteria for choosing brand elements. **07**  
(b) The manner by which a product is sold or distributed can have a profound impact on the equity and ultimate sales success of a brand. In reference to the marketing channels, explain the channel strategy for marketing of brands. **07**

**OR**

- Q.4** (a) Explain the different type of pricing strategies that the firm might adopt to build brand equity. **07**  
(b) Explain in detail the four vital ingredients to make the best brand-building communication programs. **07**

- Q.5** (a) What are the different means by which the marketers can leverage secondary brand associations? Explain with examples. **07**  
(b) Even as the debate in Hollywood hovers around whether it is releasing too many tent poles (a term used to describe a film that is expected to support a wide range of ancillary tie-in products such as toys, games, merchandising, comics, FMCG products, animates series, TV serials etc.). In reference to Tent poles, Take the example of movie “Baahubali: The Beginning “, and enlist the different brand extensions which can be marketed with the help of the characters of The Movie ‘Baahubali’. **07**

**OR**

- Q.5** (a) Explain the advantages and disadvantages of Global marketing programmes. **07**  
(b) Explain “Ten Commandments of Global Branding” which are quite essential for building strong global brands. **07**

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