

Enrollment No.....



Faculty of Management Studies  
End Sem (Odd) Examination Dec-2019  
MS3EM04 Brand Management

Programme: BBA

Branch/Specialisation: Management /  
DM**Duration: 3 Hrs.****Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Brand is a .....concept. **1**  
 (a) Objective (b) Subjective  
 (c) Both (a) and (b) (d) None of these
- ii. Brand Portfolio? **1**  
 (a) All the brands under one product line  
 (b) All the distinct brands of the company  
 (c) Some of the distinct brands of the company  
 (d) None of these
- iii. Which of the following is a sales promotion technique used in IMC? **1**  
 (a) Coupons and discounts (b) Sponsorship  
 (c) Press release (d) All of these
- iv. Inside-out value-based approach is  
 (a) Co-branding (b) Internal Branding  
 (c) Corporate Branding (d) All of these
- v. Brand elements includes..... **1**  
 (a) Brand Logo (b) Brand value  
 (c) Brand Positioning (d) Brand Recall
- vi. Parameter for celebrity endorsement is/are? **1**  
 (a) Brand Image fit (b) Target audience match  
 (c) Product match (d) All of these
- vii. Which one is not an advantage of building brand online? **1**  
 (a) Longevity of promotional techniques  
 (b) High user involvement  
 (c) Lower promotional cost  
 (d) Higher ability to search product

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viii.	Using World Wide Web as a medium for positioning a brand called	1
	(a) Online selling (b) Internet Branding	
	(c) E-tailing (d) Website positioning	
ix.	Which one is the approach for brand valuation?	1
	(a) Market growth approach (b) Segmentation approach	
	(c) Income approach (d) Positioning approach	
x.	Examination of a brand's current position in the market is called	1
	(a) Brand Valuation (b) Internal Branding	
	(c) Brand Audit (d) Branding	
Q.2	i. Define brand and explain its need for companies.	2
	ii. What is CRM? Explain.	2
	iii. Explain the four steps of strategic brand management process.	4
OR	iv. Explain any four sources of brand equity with example	4
Q.3	i. What is brand equity management system?	3
	ii. Write short note on	5
	(a) Co-branding (b) Corporate branding	
OR	iii. Explain any five channels of integrated marketing communication.	5
Q.4	i. Write any three products with its brand name, tagline and celebrity endorsed.	3
	ii. Explain any five criteria for choosing brand elements with example.	5
OR	iii. How organisations can measure the effectiveness of celebrity endorsement? Explain.	5
Q.5	i. What is E-branding? Explain.	2
	Attempt any two:	
	ii. Write any six differences between online and offline branding environment.	3
	iii. What is 7Cs framework? Explain any Four Cs of it.	3
	iv. Describe any four limitations of internet branding.	3
Q.6	Attempt any two:	
	i. What is brand audit and Brand valuation? Explain.	4
	ii. Discuss the market and income approach of brand valuation.	4
	iii. What is internal branding and its advantages?	4

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Q.7

Case Study:

### Mother dairy

Mother Dairy Fruits & Vegetables, a company with a billion-dollar (Rs 4,200-crore) turnover, has been a well-established player in NCR. known for products the firm has been largest seller of milk in NCR, with 65% of the revenue being contributed by milk. Amul entered delhi market five years back and in 2011 with in a span on 4years it defeated mother dairy in terms of market share. Amul procures fresh milk and packages it. Mother dairy adds powder milk in its products to the tune of 40%. This spoil the taste of the product. Also, Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country. Their capacity to develop products and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years. Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy. They plan to increase their capacity and also expand procurement of the milk. One of the regions why consumer shifted to Amul has been difference in the taste of the milk. Amul milk is fresh where as a portion of mother dairy milk is reconstituted. Mother dairy sells through its own outlets and home delivery is not possible where as Amul used channel and home delivery of the milk is possible. Mother dairy milk price has been less than the price of Amul milk, still a huge number of mother dairy loyals moved to Amul. Now Mother dairy is restructuring its strategy and systems to combat Amul.

Questions:

- |   |   |
|---|---|
| (a) Analyze the case.   | 3 |
| (b) What would you suggest to Mother Dairy for its revitalization plan? | 3 |
| (c) Develop brand equity model for Mother Dairy.                        | 4 |

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**Marking Scheme**  
**MS3EM04 Brand Management**

Q.1	i.	Brand is a .....concept.		<b>1</b>
		(c) Both (a) and (b)		
	ii.	Brand Portfolio?		<b>1</b>
		(b) All the distinct brands of the company		
	iii.	Which of the following is a sales promotion technique used in IMC?		<b>1</b>
		(a) Coupons and discounts		
	iv.	Inside-out value-based approach is		
		(b) Internal Branding		
	v.	Brand elements includes.....		<b>1</b>
		(a) Brand Logo		
	vi.	Parameter for celebrity endorsement is/are?		<b>1</b>
		(d) All of these		
	vii.	Which one is not an advantage of building brand online?		<b>1</b>
		(a) Longevity of promotional techniques		
	viii.	Using World Wide Web as a medium for positioning a brand called		<b>1</b>
		(b) Internet Branding		
	ix.	Which one is the approach for brand valuation		<b>1</b>
		(c) Income approach		
	x.	Examination of a brand's current position in the market is called		<b>1</b>
		(c) Brand Audit		
Q.2	i.	Branch definition	1 mark	<b>2</b>
		Need for companies	1 mark	
	ii.	Explanation of CRM	2 marks	<b>2</b>
	iii.	Each step of SBM process.	(1 mark*4)	<b>4</b>
OR	iv.	Four sources of brand equity	(1 mark*4)	<b>4</b>
Q.3	i.	Brand equity management system(Explanation)	3 marks	<b>3</b>
	ii.	Write short note on		<b>5</b>
		(a) Co-branding	2.5 marks	
		(b) Corporate branding	2.5 marks	
OR	iii.	Five channels of IMC.	(1 mark*5)	<b>5</b>
Q.4	i.	Three products with its brand name, tagline and celebrity endorsed.		<b>3</b>
		(1 mark*3)		
	ii.	five criteria for choosing brand elements	(0.5 mark*5)	<b>5</b>
		Example for each	(0.5 mark*5)	

OR	iii.	Effectiveness for measuring effectiveness of celebrity endorsement	5 marks	<b>5</b>
Q.5	i.	Meaning of E-branding	2 marks	<b>2</b>
		Attempt any two:		
	ii.	Six differences between online and offline	(0.5 marks*6).	<b>3</b>
	iii.	7Cs framework with diagram	1 mark	<b>3</b>
		Explanation of any four Cs	(0.5 marks*4)	
	iv.	Four limitations of internet branding.	(0.5 mark*4)	<b>3</b>
		Example for each four	(0.25 mark*4)	
Q.6		Attempt any two:		
	i.	Brand audit	2 marks	<b>4</b>
		Brand valuation	2 marks	
	ii.	Market Approach	2 marks	<b>4</b>
		Income Approach	2 marks	
	iii.	Define internal branding	2 marks	<b>4</b>
		Its advantages	2 marks	
Q.7		Case Study:		
		<b>Mother dairy</b>		
		Questions:		
		(a) Analyze the case.	3 marks	<b>10</b>
		(b) Suggestion for Mother Dairy	3 marks	
		(c) Brand equity model	4 marks	

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