



**NAVVRACHANA  
UNIVERSITY**

a UGC recognized University

**School:** School of Business & Law  
**Program/s:** BBA  
**Year:** 3<sup>rd</sup> **Semester:** 5<sup>th</sup>  
**Examination:** End Semester Examination  
**Examination year:** December - 2021

<b>Course Code:</b>	MK219	<b>Course Name:</b>	Brand Management	<b>Total Marks:</b>	40
<b>Date:</b>	01-12-2021	<b>Total Pages:</b>	01		
<b>Time:</b>	02:30 pm to 04:30 pm				

**Instructions:**

- Write each answer on a new page.
- Use of a calculator is not permitted.
- \* COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	Define the following terms: (01 Mark each) 1. Brand Mantra 2. Brand Personality 3. Brand Equity 4. Brand Value Chain 5. Brand Extension 6. BAV 7. Brand Reinforcing	07	CO1	BT1,
Q.2	Read the situation carefully and formulate appropriate branding strategy for the situation. Make use of appropriate theory while formulating the strategy. <b>(Answer any 02 situations * 06 Marks)</b>	12		BT2, BT3, BT6
1	You are appointed as product/brand manager for a product in the category of biscuits which shall be launched by the company in few months. This biscuit aims at targeting teenagers with appropriate positioning. List out the POPs & PODs that shall be used by you for communication with appropriate justification for criteria's.		CO1	
2	Organic beauty industry is expected to reach \$48.04 billion by 2025, as demand for organic skincare, hair care and colour cosmetics drives consumers to look for natural and organic labels. Considering this as an opportunity you plan to launch a new product in the category of organic skincare. Design relevant brand elements for the product along with secondary associations to attract your consumers.		CO2 CO3	
3	As a brand manager of dairy segment you are expected to plan for the revitalization strategy for product category of Flavoured Milk. Identify and list 03 ways in which you would plan to revitalize this product category.		CO5	
Q.3	Answer the following long question with appropriate examples/diagrams or models as the case may be. <b>(Answer any 03 questions * 07 Marks)</b>	21		BT3 BT4
1	Define Brand and explain how it is significant for customer and manufacturer.		CO1	
2	What are the different strategies that can be adopted to leverage a brand? Give examples to support your answer		CO2	
3	Explain CBBE Model.		CO4	
4	Elaborate the brand value chain model.		CO5	

\*\*\*\*\*End of Question Paper\*\*\*\*\*