

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 9• EXAMINATION – WINTER - 2018

Subject Code: 4190523

Date: 27/11/2018

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) Discuss various methods to measure Brand Equity? **07**
(b) “Strategic Brand Management creates customer value.” Justify with Strategic Brand Management Process. **07**
- Q.2** (a) Define ‘Brand Mantra’. Discuss its elements with relevant examples. **07**
(b) What is Brand Audit? How it can be carried out effectively? Discuss. **07**
- OR**
- (b) Give a detail outline of the sources of Brand Equity **07**
- Q.3** (a) How can the study of consumer behavior assist marketers in Brand Positioning? **07**
(b) Give the meaning of Market Segmentation. Discuss the importance of market segmentation in Brand building. **07**
- OR**
- Q.3** (a) What are the major stages in the consumer buying decision process for selecting a brand? **07**
(b) Explain the advantages and disadvantages of Global marketing programmes. **07**
- Q.4** (a) Discuss various components of Pricing Strategy. **07**
(b) “One Brand, Many Channels”. Explain this statement with various channel strategies. **07**
- OR**
- Q.4** (a) What are the different means by which the marketers can leverage secondary brand associations? Explain with examples. **07**
(b) Pick any brand and assess whether the brand is marketed on a standardized versus customized basis. **07**
- Q.5** (a) Explain “Ten Commandments of Global Branding” which are quite essential for building strong global brands. **07**
(b) Define brand loyalty and write about the loyalty levels of the customer with respect to brands **07**
- OR**
- Q.5** (a) Discuss the advantages and disadvantages of Brand Extension. **07**
(b) Discuss need for Brand Repositioning. Elaborate various ways in which repositioning can be done. **07**
