

S.D.E.
M.B.A. Sem-II (2013 Course) : WINTER - 2018
SUBJECT : BRAND MANAGEMENT AND CONSUMER BEHAVIOUR

Day : Monday
Date : 03/12/2018

W-2018-4554

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

N. B. :

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer books.
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SECTION - I

- Q. 1** In spite of lot of efforts in brand building, number of brands have failed to make desired impact. What may be the reasons behind these brand failures? **(14)**
- Q. 2** Why is the role of sponsorship and internet advertising increasing in brand management? **(14)**
- Q. 3** Explain 'Consumer Adoption Process' in details. **(14)**
- Q. 4** "Cross-culture always creates new market opportunities". Discuss this statement in the light of consumer behavior. **(14)**
- Q. 5** Write short note on **ANY TWO** of the following: **(14)**
- a) Brand identity
 - b) Brand loyalty
 - c) Factors influencing consumer buying behavior

SECTION - II

- Q. 6** KFC will be opening a new outlet in your area. Which factors you identify for success of KFC by studying consumer behavior of prospective customers? **(14)**
- Q. 7** Reliance JIO is giving tough fight to existing mobile service providers. How should existing service providers plan a strategy to maintain brand loyalty? **(14)**
- Q. 8** Prepare a promotion plan for Tata's new launcher car. **(14)**

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