

S.D.E.

M.B.A. SEM-II (2013 COURSE) : WINTER - 2017
SUBJECT : BRAND MANAGEMENT AND CONSUMER BEHAVIOUR

Day : **Saturday**
Date : **16/12/2017**

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

W-2017-4194

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** What do you understand by 'Brand Equity'? Explain various methods of measuring brand equity. (14)
- Q. 2** Explain the concepts of brand identity, brand characteristics, brand personality and brand association. (14)
- Q. 3** What are the different factors considered while doing Brand building and managing the brand? (14)
- Q. 4** Explain importance of studying consumer behavior in the current business scenario, with suitable examples. (14)
- Q. 5** Write short note on **ANY TWO** of the following: (14)
- a) Brand architecture
 - b) Value proposition and credibility
 - c) Consumer buying process

SECTION - II

- Q. 6** A leading skin-care product company wants to enter in the moisturizer business in competition with the market leader Vaseline. Discuss positioning and brand building strategies this company should follow. (14)
- Q. 7** Many smart phones available in the market look like Samsung smart phones on this background new entrants like Vivo and Oppo want to establish their brand identity. How should they take up this task? (14)
- Q. 8** Government of India has chosen Mr. Amitabh Bachchan as a brand ambassador for their 'Swacha Bharat' program. What would have been thinking behind program? What would have been thinking behind choosing Mr. Amitabh Bachchan for this program. (14)

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