

[Time: 2½ hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
  2. Draw suitable diagrams wherever necessary
  3. Illustrate your answers with examples

Q1. (a) Explain the following concepts: - (6)

1. Extended identity
2. Brand association
3. Unaided recall
4. Global brand manager
5. Niche brand
6. Logo

(b) Haldiram's has teamed up with the Turkish Hazelnut Exporters Associations to introduce a line of eight premium hazelnut-based sweets. The sweets are available in various SKUs across 20 stores in the Delhi-NCR region and through Swiggy, with a price of Rs 500 for six pieces of assorted varieties. The launch coincides with the festive season, a time when sweet consumption typically reaches its peak.

As a Brand Management Team answer the following questions

1. Explain the brand leveraging strategy that Haldiram is using by launching the Hazelnut range of sweets? (3)
2. Using the Brand personality scale explain what is the current brand personality of Haldiram brand? (3)
3. Suggest a Brand ambassador for the new variety to be launched by Haldiram's and explain your choice. (3)

Q2. a. Explain brand identity traps with examples (8)  
b. Define Brand. Bring out the differences between brand and product (7)

OR

- c. What are the various basis of brand positioning? Explain with example. (8)
- d. Brand-product Matrix helps in understanding the brand portfolio of an organisation, explain with example. (7)

Q3. a. What is the concept of perceptual mapping, explain with the help of any two mobile phone brands. (8)

- b. Elaborate the role of Corporate Social Responsibility in building a brand. Give examples of any two brands (7)

OR

- c. What is Rebranding? Explain two methods of rebranding (8)
- d. State the advantages and challenges of global branding. (7)

- Q4. a. What is Brand Equity? Explain the BAV model of Equity measurement. (15)  
OR  
b. What are the 10 guidelines for building a strong brand, explain with example? (8)  
c. Compare and contrast rural Vs urban advertising? (7)
- Q5. a. Write Short Notes on (ANY THREE) (15)  
a. Brand loyalty pyramid  
b. Co-branding  
c. Slogan  
d. Brand building imperatives  
e. Brand Hierarchy

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