



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2020-22)

END TERM EXAMINATIONS, JANUARY 2022

Set-I

Course Name	Brand Management	Course Code	MKT504
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: Attempt all of the following questions.

1. Aava natural mineral water, is the brainchild of Mr Behram Mehta, Chairman of Shelpee Enterprises. The brand forayed into the Indian bottled water market as a regional player and grew as a pan Indian brand. Lately, the majority of Aava's sales were coming through institutional sales. The brand has now decided to enter in the B2C segment. Discuss the challenges brand will face in launching and establishing itself in Indian B2C market. Ensure your response includes application of awareness, recall and positioning concepts. **(10 marks)**
2. Domino's and McDonalds are both western casual dining chains in India. However, they manage to have completely distinct brand images. Elaborate on the brand elements of each of the two brands, to help explain how they managed to achieve vastly different images. **(10 marks)**
3. Often marketers change the name of their brand. For example, UTI Bank was renamed as Axis Bank. Similarly, Lucky Goldstar was renamed as LG. What are the benefits and the risks of name change? Propose what should be the communication strategy for the marketer in case of a brand name change? **(10 marks)**

4. Develop 2 good brand extension possibilities for brand Jaipuria Institute of Management. Why do you feel those extensions will work in the market? How will the extensions help or hurt JIM? **(10 marks)**