



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2020-22)

END TERM EXAMINATIONS, JANUARY 2022

Set-2

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

INSTRUCTIONS: Attempt all of the following questions.

1. Develop 2 good brand extensions ideas for any ONE of the following brands:

- a. Pepsi
- b. Durex

Justify your suggestions on the basis of analysis from the points of view of the Brand, The Consumers and the Competitive scenario.

Also explain how will the extensions help or hurt the brand. **(10 marks)**

2. From your understanding of the brand, construct the Brand Identity Prism for any ONE of the following brands :

- a. Lifebuoy
- b. Domino's

For the brand that you chose, what changes could you suggest for various dimensions of the dimensions of the prism that would help the brand to expand its customer base without hurting its existing customer base significantly?

(10 marks)

3. Hyundai entered the Indian market in the 1990's with Santro as the first car. Since then, Hyundai has been very successful in India in the small to mid-sized car segments; yet it has failed to achieve significant success in the

luxury car segment. The same is the problem faced by Maruti Suzuki in the Indian car market. How can the theory of branding explain this?

Elaborate why Toyota did not face a similar problem. **(10 marks)**

4. Building a strong brand is the goal of many organizations. Building a strong brand with significant equity is seen as providing a host of possible benefits. With this keen interest in brand building, two questions often arise: What makes a brand strong and how do you build a strong brand? To help answer both of these questions, we may employ Customer-Based Brand Equity Model.

Discuss Keller's CBBE Pyramid by incorporating the various brand building blocks. Mention alongside the relevant 'stages of brand development'. Illustrate with an example of a brand.

(10 marks)

