



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
IV TRIMESTER (Batch 2021-23)
END TERM EXAMINATIONS, November 2022
Set 1

Course Name	Brand Management	Course Code	20130
Max. Time	2 hours	Max. Marks	40

INSTRUCTIONS: Attempt all of the following questions.

1. The story of a successful brand identity is based on people's interests and preferences. But, in the absence of a significant and transparent identity, a brand will never be able to stand tall in this highly competitive market. To understand this concept better, one needs to understand the Kapferer's Brand Identity Prism which is perhaps one of the most constructive brand tools, simple to understand and easy to articulate your brand's identity. By taking an example of a brand of your choice, construct the Brand Identity Prism and explain the six aspects of the Prism.

(10 marks)
2. Often marketers change the name of their brand. For example, UTI Bank was renamed as Axis Bank. Similarly, Lucky Goldstar was renamed as LG. Compare the benefits and the risks of name change? Recommend the communication strategy for the marketer in case of a brand name change?

(10 marks)
3. Haldiram's, Sagar Ratna and McDonald's are all casual dining chains in India. However, they manage to have completely distinct brand images. Elaborate on the brand elements of ANY TWO of the brands, to help explain how they managed to achieve vastly different images.

(10 marks)
4. Develop TWO good brand extensions ideas for any ONE of the following brands:
 - a. Byju's
 - 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 discuss how will the extensions help or hurt the brand.

(5+5 marks)