

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM / PGDM (M) / PGDM (SM)**

**FIFTH TRIMESTER (Batch 2016-18)**

**Re- END TERM EXAMINATIONS, JANUARY 2018**

**SET - B**

Course Name	Brand Management	Course Code	<b>MKT 501</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**INSTRUCTIONS:** All 4 Questions are Compulsory

1. Brand personality is an important topic in marketing studies already for several decades. It is proven that brand personality plays a significant role in ensuring brand loyalty, forming favourable attitudes towards the brand and enlarging brand equity. However, very little attention is paid to the topic, how different brand elements, attributes or factors shape in consumers' minds the perception of brand personality. However, such factors as position of brand in the market, brand name, and perceived typical user should be also considered as important in forming consumers' perception of brand personality.

Selection of Brand Elements can be a critical step in building desired Brand Image and personality. Comment with suitable examples of any 5 Brand Elements. (10 Marks)

2. Ideally, brand equity measurement will include both qualitative and quantitative approaches. Focus groups can provide a good forum for exploring customer perceptions and motivation. Conjoint analysis can reveal key consumer decision-making processes.

Effective measurement of brand equity is critical to the development of brand strategy and ultimately supports return-on-investment analysis. Which brings us full circle, back to the financial outcomes perspective on brand equity.

Examine 4 Quantitative and Qualitative techniques of measuring Brand Equity with suitable examples.

(source : <https://www.thebalance.com/how-to-measure-brand-equity-2296827>)

(4 X 4 = 16 Marks)

3. The three phases through which brands pass as they are introduced, grow, and then decline. The three stages of the brand life cycle are the introductory period, during which the brand is developed and is introduced to the market; the growth period, when the brand faces competition from other products of a similar nature; and, finally, the maturity period, in which the brand either extends to other products or its image is constantly updated. Without careful brand management, the maturity period can lead to decline and result in the brand being withdrawn

(source : <http://www.123helpme.com/brand-life-cycle-view.asp?id=163883>)

Discuss any two strategies of extending Brand life with suitable examples

(5 X 2 = 10 Marks)

4. The Branding Scenario is evolving fast with the advent of new age consumers and their distinct buying behaviors. Not only are Consumers spoiled for choice, but also bombarded with an ever growing myriad of messages, across channels. That makes the work of Brand Managers increasingly complex and demanding both for creating distinctiveness as well as for building Equity.

Comment with examples about the changing landscape that Brand Managers are needing to address and surmount, in order to stay ahead of the competition. (4 Marks)