

Duration: 2 ½ hours

Marks 75.

N.B. 1. All questions are Compulsory

2. Figures to the right indicates maximum marks

3. Illustrate your answer with diagrams and examples wherever applicable

Q1. a. Explain the following concepts

(06)

- i. Brand Vision
- ii. Umbrella Branding
- iii. Core identity
- iv. Ingredient Co-branding
- v. Sub brand
- vi. Brand manager

Q1 b. Case study

For Ahmedabad-based Vini Cosmetics, the company best known for launching deodorant **FOGG**, (*Friends of Good Guys/Girls*) this adage holds true. While competitors were marketing based on smell, **FOGG** decided to sell on longevity. The brand also broke the stereotype communication with its campaign '*Kya Chal Raha Hai, Fogg Chal Raha Hai*'. Now the brand wishes to extend its portfolio by launching face wash for both Men and women.

On the basis of the given information answer the following questions:

- i. What line extension strategy would you suggest? Justify your answer. (03)
- ii. What is the current brand personality? Create a new personality using the big five. (03)
- iii. Whom according to you are suitable brand ambassadors based on the brand personality? (03)

Q2. Answer the following

- a. Explain brand awareness pyramid with the help of toothpaste segment. (07)
- b. What are the 10 guidelines to build a brand? (08)

OR

- c. What are brand building imperatives? (07)
- d. Explain the four components of brand positioning. (08)

Q3. Answer the following

- a. Explain Young & Rubicam Graveyard model. (07)
- b. Why do we reposition brands? Explain the various reasons with suitable examples. (08)

OR

- c. Explain Brand Personality v/s User Imagery. (07)
- d. Write a brief note on Brand Equity 10. (08)

Q4. Answer the following

- a. "While building a brand there are various blocks". Elucidate. (15)

OR

- b. What is brand leveraging? Explain different methods of brand leveraging. (15)

Q5. Answer Any Three short notes

(15)

- a. Difference between brand v/s product.
  - b. Brand Loyalty.
  - c. Brand hierarchy.
  - d. Limitations of branding.
  - e. Multi branding strategy.
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