**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIFTH TRIMESTER (Batch 2020-22)**

**END TERM IMPROVEMENT EXAMINATION, MARCH-2022**

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| Course Name | **Brand Management**  | Course Code | **MKT-504** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**Please keep your answers brief and up to the point:**

**Q1**. Explain the meaning of brand equity. Explain the various components of Keller’s Customer-Based Brand Equity model (Keller’s brand pyramid) as applied to brand Coke. **(10)**

**Q2.** Comment on how the following secondary brand associations are effective/not effective in the case of the following brands: **(2 \* 5= 10)**

1. Brand ‘ Lux’; Secondary brand associations: Film Stars
2. Brand ‘Rolex’; secondary brand associations: Wimbledon matches which the brand sponsors

**Q3.** Critically analyze, the following brand elements, assessing each against some of the criteria for choosing brand elements: **(3\*5=15)**

• The brand name ‘Apple’ as used in various Apple electronics

• Gillette’s slogan: ‘the best a man can get

• The rock of Gibraltar logo used for Prudential insurance

**Q4.** The co-branding exercise between Nike and Apple such that Nike’s special footwear range, ‘Nike+’ footwear was connected to iPod Nano through the Nike+ iPod Sport Kit which allowed information on time, distance, calories burned and pace to be stored on iPod and displayed on the screen; real-time audible feedback also is provided through headphones. The kit includes an in-shoe sensor and a receiver that attaches to iPod. A new Nike Sport Music section on the iTunes Music Store and a new nikeplus.com personal service site help maximize the ‘Nike+ iPod’ experience. Using your understanding of leveraging secondary brand associations, do you think this co-branding exercise would have helped the individual brands: why/why not? **(5 marks)**