**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIFTH TRIMESTER (Batch 2019-21)**

**END TERM IMPROVEMENT EXAMINATION, JAN-2021**

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| Course Name | **Brand Management** | Course Code | **MKT 501** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

Answer all questions. All questions carry equal marks.

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**Questions.1 (8 Marks)**

Analyse the following statement and explain its importance of branding : " Branding creates metal structures and helps consumers organise their knowledge about products and services to help decision making and provides value to the firm".

**Questions.2 (8 Marks)**

Enduring Brand Leadership requires

 i) Customer focus and vision

 ii) RR2CC

 iii) Innovation & Renovation

 iv) Consistency and staying close to DNA

How would you rank the above in order of importance?

Elaborate on any one with examples.

**Questions.3 (8 Marks)**

The Brand Value Chain is a structured approach to assessing the sources and outcomes of brand equity. Elaborate on the different stages of the value chain.

**Questions.4 (8 Marks)**

a) Explain the concept of Brand Equity

b) Elaborate on the concepts of Brand Equity and Customer Equity. Explain the implications of focusing on Customer Equity instead of focusing on Brand Equity

**Questions.5 (8 Marks)**

a) How can the 5 Health Pillars of the BAV Model help the brand manager?

b) Describe and explain the quadrants in the Power Grid associated with the Brand Asset Valuator Model.

c) Complete the statements

 1. New brands usually have a \_\_\_\_ value for all 5 pillars

 2. Leadership brand are \_\_\_\_\_ on all 5 pillars

d) What pattern would you expect in the 5 health pillars when a brand begins to decline,