**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM 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)**

a) Differentiate between a product and a brand

b) Brands revolve around Trust/Expertise/Perception of superior value. Please elaborate with some examples.

**Questions.2 (8 Marks)**

 Brands that endure, require, amongst others

 i) Customer focus and vision

 ii) RR2CC

 iii) Innovation driven product revitalisation

 iv) Consistency & staying close to DNA

How would you rank the above in order of importance?

Elaborate on any one of them, with example

**Questions.3 (8 Marks)**

Explain the importance of the Brand Value Chain.

Elaborate on the 'VALUE stages' and the 'MULTIPLIERS'

**Questions.4 (8 Marks)**

a) Explain the concept of brand equity

b)Describe the brand building blocks of the CBBE model.

**Questions.5 (8 Marks)**

The Brand Asset Valuator (BAV) Model has 5 pillars of brand health.

a) Identify the pillars

b) Which pillars reflect Past Performance and which pillars are indicative of Future Value

c) Explain and elaborate on the following statement - "Tracking changes in the pillar pattern of a brand over time can help define the brands potential.

d) Complete the sentence: “When the Future Value of the brand is low and the Past Performance is high, the brand would be in the 4th Quadrant of the BAV Power Grid. What does this indicate about the brand?