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MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER
Sub: Brand Management (MADPR 22-304)

Date: 15/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

- A) What is brand communication and why is it important? Write a note on the comparison of traditional channels versus digital channels for brand communication.

OR

- B) Explain the concept of brand image. What are the benefits of investing company resources into building brand image. How does a product build a brand image?

Q. 2. Write short notes. (Any Three) (15)

- 1) IMC
- 2) Brand Personality
- 3) Brand Experience
- 4) Brand

Q. 3. Open Ended Question (10)

CASE STUDY:

Analyze the case using SWOT and answer the questions given below.

Jeep brand themselves alongside the idea of adventure. Jeep's marketing campaigns are all focused around the idea of the car being a tool to achieve adventures. This is a great example of how a brand can align themselves with an idea and brand the idea with the product.

What Have Jeep Done Well?

Jeep have understood their target market and have in some ways built their target market around their products. They have positioned themselves through advertisement and product placements to be recognised alongside an attitude.

1. What are the brand values Jeep plays on?
2. Who are the probable competitors of Jeep? How does Jeep distinguish itself from competitors?