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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2023
SEMESTER - IV
Sub: Brand Management (MMM404)

Date: 26/12/2023

Total marks: 60

Time: 10.00am to 12.30pm

SECTION – I

Q. 1. Fill in the blanks.

(5)

1. _____ is a mode of direct marketing owes to well structured communications in the form of catalogs.
a) Telemarketing
b) Sales promotion
c) Advertising
d) Publicity
2. _____ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition.
a) Market share
b) Brand share
c) Product share
d) Customer share
3. _____ are musical message written around the brand
a) Slogans
b) Punch lines
c) Jingles
d) Lullaby
4. A Brand is a _____
a) A Logo
b) A Commitment
c) A Product
d) A Tagline
5. Which element is NOT a part of the brand identity
a) Logo
b) Packaging
c) Price
d) Brand name

Q. 2. Answer the following. (Any Two)

(20)

1. What is the difference between product positioning and brand positioning? Support your answers with relevant examples.
2. Explain Brand elements with suitable examples.
3. Explain the Big Five model of Brand Personality.
4. What is Brand extension? State its advantages.

Q. 3. Write notes on. (Any Two)

(10)

1. Brand Image
2. Colour as a Brand
3. Mascot

SECTION – II

- Q. 4.** Mother Dairy Fruits & Vegetables, a company with a billion-dollar (Rs 4,200-crore) turnover, has been a well established player in NCR . known for products the firm has been largest seller of milk in NCR , with 65% of the revenue being contributed by milk. Amul entered delhi market five years back and in 2011 with in a span on 4years it defeated mother dairy in terms of market share . Amul procures fresh milk and packages it. Mother dairy adds powder milk in its products to the tune of 40% . This spoils the taste of the product . Also Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country . Their capacity to develop products and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years . Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy . They plan to increase their capacity and also expand procurement of the milk. One of the regions why consumer shifted to Amul has been difference in the taste of the milk . Amul milk is fresh where as a portion of mother dairy milk is reconstituted . Mother dairy sells through its own outlets and home delivery is not possible where as Amul used channel and home delivery of the milk is possible . Mother dairy milk price has been less than the price of Amul milk , still a huge number of mother dairy loyals moved to Amul. Now Mother dairy is restructuring its strategy and systems to combat Amul . **(15)**

Questions:

1. What would you suggest to Mother Dairy for its revitalization plan .
2. Develop brand identity model for Mother Dairy after collecting additional information for the brand.

- Q. 5. Answer the following:** **(10)**

- a) Define 'Branding'. Elaborate Significance of Branding.

OR

- b) Discuss advantages and disadvantages of having a Celebrity as a Brand Ambassador.
