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TEST -3 EXAMINATION- Dec 2018

Ph.D- HSS

COURSE CODE: 13P1WHS232

MAX. MARKS:35

COURSE NAME: Brand Management

COURSE CREDITS: 3

MAX. TIME: 2 hr

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*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. All questions are five marks each.*

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1. Linking the brand to some other entity—some source factor or related person, place, or thing—may create a new set of associations from the brand to the entity, as well as affecting existing brand associations. Discuss with examples. (7 marks)
2. Pick a brand. Employ projective techniques to attempt to identify sources of its brand equity. Which measures work best? Why? (7 marks)
3. What do you think of the Interbrand methodology? What do you see as its main advantages and disadvantages? (7 marks)
4. What are some of the product strategies and communication strategies that Tata Motors could use to further enhance the level of perceived differentiation between its divisions? (7 marks)
5. Individual differences can affect how consumers make an brand extension decision and will moderate extension effects. Discuss with examples ( 7 marks).