JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION October 2018

Ph.D

Dr. Anupriya Kaur

COURSE CODE: 13P1WHS232

MAX. MARKS:25

COURSE NAME: Brand Management

COURSE CREDITS: 3

MAX. TIME: 1.5 hr

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

1. Apply the categorization model to a product category other than beverages. How do consumers make decisions whether or not to buy the product, and how do they arrive at their final brand decision? What are the implications for brand equity management for the brands in the category? How does it affect positioning? (7 marks)

2. Can every brand achieve resonance with its customers? Why or why not? (6 marks)

3. Can you think of some general guidelines to help marketers mix and match brand elements? Can you ever have "too many" brand elements? Which brand do you think does the best job of mixing and matching brand elements? (6 marks)

4. What do you see as the role of the Internet in building brands? How would you evaluate the Web site for a major brand—for example, Nike, Disney, or Levi's? How about one of your favorite brands? (6 marks)