

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA/PRE-PHD
BRANCH: MBA**

**SEMESTER : IV
SESSION : SP/2023**

SUBJECT: MT520 BRAND MANAGEMENT

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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| Q1. Using Keller's CBBE Brand Resonance pyramid, compare the strength of Brand Equity of the brand, 'Maruti Suzuki', with the brand, 'Kia Motors', among youth in the country. | [10] | CO
CO1,
CO2 | BL
BL
4 |
| Q2. Bisleri is a well-established Brand of Bottled Water available in various pack sizes for buyers of all segments in the market in India. Evaluate the opportunity for extension of this Brand to the category of Health Drinks for children. | [10] | CO4 | BL6 |
| Q3. Write a note on the significance of (i) Brand Audit (ii) Brand Reinforcement | [10] | CO3,
CO5 | BL
3 |
| Q4. Apply Aaker's Model of Brand Equity to evaluate the Equity of the brand, 'ICICI Bank'. | [10] | CO1,
CO2 | BL
4 |
| Q5. In the Brand Trust Report of a leading research organization, the Brand 'Patanjali Dantkanti' has dropped from Rank 15 in 2020 to rank 202 in 2023. How will the Brand Manager of Patanjali analyze the situation and select suitable brand revitalization strategies for the Brand. | [10] | CO5 | BL
6 |

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