

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: MMM Fourth Trimester (Batch 2018-2020)**

**Subject: Brand Management**  
**(End Term examination)**

**Maximum Marks: 50**

**Date: 19/11/2019**

**Notes:**

- 1. Question No. 1 is compulsory.**
- 2. Answer any 3 questions from Question 2 to Question 5.**

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Q1.

- A. What should be the Product Mix and Geography Mix for Paper Boat going forward – Few or Many ? Explain with Rational and Facts (10M)
- B. What should be the Marketing Strategy including the Media Strategy to tackle Dabur Yoodley? Allocate your media resources to the spends in appropriate channels with proper rational and facts. (10M)

Q2. Maggi is to launch Multi-Grain Noodles for Kids which contain 0% Maida. Make suitable assumptions and make a **Concept Card** for the same by giving a ‘relevant name’ to the product. (6M) Using the Concept Card, write the Creative Brief to the agency using the briefing structure. (4M)

Q3. Explain the 6 Criteria for Integrated Marketing Communication Program (10M)

Q4. Explain the Rationale for the brand going International (2M) and the Advantages (4M) and Disadvantages of Global Marketing Programs (4M)

Q5. Explain the different Qualitative methods used to measure Sources of Brand Equity (8M) and enlist the 5 Questions asked to measure Brand Equity (2M)

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