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SARDAR PATEL UNIVERSITY FINAL EXAMINATION, December-2020

B.A. (ADVANCED) JMC, V SEMESTER (CBCS)

Paper: Brand Management, Subject Code: UA05CEJM22

DATE: 28/12/2020, Monday

TIME: 10 am to 12 pm

TOTAL MARKS: 60

Q1. Answer all the objective questions.

(20 Marks)

1. Brand Licensing is like renting or leasing of an intangible asset.
a. True b. False
2. If the sales of a firm's new product is decreasing or killing the sales of its existing and established product, that concept of branding is called as _____.
a. Line Extension b. Brand Cannibalization c. Product extension d. Umbrella branding
3. The given below images are the examples of _____.



- a. Mascots b. Typographic logos c. Abstract logos d. The emblems
4. 'Brand recall' proves stronger association with the brand than the 'brand recognition'.
a. True b. False
5. _____ Brand association is anything which is deep seated in customer's mind about the brand. It could be specific to attribute, feature, benefits, or looks of brand.
a. Brand image b. Brand Relationship c. Brand association d. Brand attitude
6. The process of placing the company's identity, offerings and promises in the minds of the target market, to get a distinctive image is known as _____.
a. Positioning b. Targeting c. Segmentation d. None of the specified
7. Identify the name of brand for the tag line "No one can eat just one".
a. Lays b. Bingo c. Pringles d. Uncle chips
8. When Rishi can be easily targeted by stressing on nationalistic themes in marketing, he is considered to be having _____ personality trait.
a. Dogmatic b. Ethnocentric c. Innovative d. Other-directed
9. The term "Oniomania - Shop till you drop" is called as _____.
a. Novelty seeking c. Fixated Consumption Behaviour
b. Fear of foreign products d. Compulsive Consumption Behaviour
10. If Keyur is controlling the flow of information about a product or service to mislead the decisions of his parents and to support his choice, which role is he playing in decision making?
a. Influencer b. Decider c. Gate Keeper d. Buyer
11. A buyer's decision process starts with _____.
a. Need Recognition b. Information search c. Evaluation of alternatives d. Purchase
12. According to Freud's Psychoanalytic Theory, the ID works on _____ principle.
a. Pleasure seeking b. Realistic c. Perfectionist d. None of the specified
13. What kind of socio-economic factors decides your social standing?
a. Preferences, Purchases, Consumption
b. Age, Sex, Education and Income
c. Occupation, Education, Ownership & Income
d. Learning, Beliefs and Attitudes

14. The VALS model was developed by Social scientist and futurist _____.
 a. Karen Horney b. Sigmund Freud c. Carl Jung d. Arnold Mitchell
15. Ruzan has the tendency of collecting teddy bear toys since her childhood. She claims this as her passionate hobby. What is her consumption behavior called?
 a. Compulsive Consumption Behaviour c. Exploratory Purchase Behaviour
 b. Fixated Consumption Behaviour d. Sensationalism
16. MNC's who desire to enter foreign markets should carefully study and understand the cultures of such countries. They should go through a process of _____.
 a. Enculturation b. Acculturation c. Sub-culturation d. None of the specified
17. In the case of privately consumed Luxury items (Ex: Pool Table, bathtubs, centralized AC, Trash compactor, Wet bar, Video game play station, etc), reference groups influence will be strong on the product compared to the brand.
 a. True b. False
18. Increasingly these days marketers are looking to bloggers and influencers, as they're considered to be the modern days' opinion leaders.
 a. True b. False
19. Conspicuous consumption is defined as the spending of money on or acquiring luxury goods and services to publicly display economic power.
 a. True b. False
20. Buying decisions may be influenced heavily by the children in the family.
 a. True b. False

Descriptive Questions:-

Q2. Explain the importance of brand building process and step involved in building the brand?
 (Or) Discuss in detail the consumer decision making process and types of consumers buying decisions. (15 Marks)

(Or)

Q2. Design a proper questionnaire for a survey to understand the purchasing behaviour of consumers who visit D-Mart in Karamsad, Anand. The objectives of the research is to analyse:

- ✓ Overall purchasing behaviour.
- ✓ Consumer expectations regarding the ambiance and management.
- ✓ What attributes influence them to make purchase decisions.
- ✓ Overall level of satisfaction in terms of products and services. (15 Marks)

Q3. Answer any five questions from the following. Each answer should be minimum of 250 words. (5X5 = 25 Marks)

- 3.1. Abraham Maslow's Hierarchy of Needs.
- 3.2. Needs, Wants and Motivation Process.
- 3.3. Sigmund Freud's Psychoanalytic Theory.
- 3.4. Importance of studying consumer behaviour.
- 3.5. How children influence the purchasing behaviour at family?
- 3.6. Role of visual identity in enhancing the brand identity.
- 3.7. Brand Awareness and its levels.
- 3.8. Define culture and mention various components of culture.
- 3.9. Importance of Brand equity and perspectives to measure the brand equity.
- 3.10. Explain ethnocentrism & Dogmatism

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