

JK Lakshmipat University, Jaipur
INSTITUTE OF MANAGEMENT
End Term Examination, December 2023
BBA Semester V, 2021-24

Roll No......

MA1105 : Consumer Behaviour & Brand Management in BFSI Time: 2.0 hours Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper
2. All questions are compulsory

SECTION-A

Q.1 Fill in the blanks

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|--------|--|----------------|
| Q. 1.1 | The test is a research method that involves presenting a list of words or phrases to respondents and asking them to provide the first word or phrase that comes to mind. | 1.0
(LO1) |
| Q. 1.2 | is the term used to describe the added value a brand name gives to a product beyond the functional benefits it provides? | 1.0
(LO5) |
| Q. 1.3 | Protective and fighter brands are also known as brands. | 1.0
(LO4,5) |
| Q. 1.4 | The extent to which customers use the brand, talk to others about the brand and seek out brand information is known as | 1.0
(LO4,5) |
| Q. 1.5 | The customer based brand equity model (Brand Resonance Model) was given by | 1.0
(LO1,3) |
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Q.2 Answer the following question with True/False Only

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|--------|--|----------------|
| Q. 2.1 | The potential product is the lowest level in the consumer value hierarchy | 1.0
(LO1,2) |
| Q. 2.2 | Createing brand extensions can reduce the risk perceived by customers | 1.0
(LO5) |
| Q. 2.3 | Brand architecture is the process of designing and implementing brand strategies that maximize a firm's long-term brand equity. | 1.0
(LO5) |
| Q. 2.4 | The spandex rule is “ Just because you can does not mean you should” and is related to brand boundries? | 1.0
(LO4,5) |
| Q. 2.5 | According to Brand Value Chain, the brand value creation begins when firm invests in a marketing program targeting actual or potential customers | 1.0
(LO3,4) |
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SECTION-B

Q. 3.1	You are a marketing manager for a new startup. How can branding benefit your company and its customers?	3.0 (LO1,3)
Q. 3.2	What are some examples of negatively co-related points of parity and points of difference?	3.0 (LO4,5)
Q. 4.1	What is the customer-based brand equity model and how does it works?	4.0 (LO3,4)
Q. 4.2	How can a company apply the criteria for choosing brand elements to create a new brand name for a product?	3.0 (LO3,4,5)
Q. 5.1	Identify a company that has organised its brand architecture using multiple levels in the hierarchy. Explain the terms like Brand Extension, Line Extension, House of Brands & Branded House in context to your example.	4.0 (LO3,4)
Q. 5.2	What factors must be considered while retiring a brand? Explain.	3.0 (LO5)

All the best!