

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2025
BBA, Semester V, 2023-26

Roll No.....

MA1108: PRODUCT & BRAND MANAGEMENT

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
2. Mention all the assumptions for your answers clearly.

Q. 1.1	What criteria do we use to choose brand elements. Explain in context to an Indian Brand.	3.0 (CO2, 4)
Q. 1.2	What is your favorite brand character? Do you think it contributes to brand equity in any way? How?	3.0 (CO2, 4)
Q. 2.1	Pick up a brand. Evaluate how it leverages secondary associations. Can you think of any ways that the brand could more effectively leverage secondary brand associations?	3.0 (CO1,2)
Q. 2.2	Summarize the advantages and disadvantages of co-branding and licensing.	3.0 (CO4)
Q. 3.1	Pick a company and characterize its brand portfolio and brand hierarchy. How would you improve the company's branding strategies?	3.0 (CO3)
Q. 3.3	Explain principle of relevance and principle of differentiation in context to creation of desired awareness and image at each hierarchy level.	3.0 (CO3)
Q. 4	How successful do you predict these recently proposed brands extension will be? Why? a. Mont Blanc (Famous for pens): fragrances and other accessories (watches, cufflinks, sunglasses, and pocketknives) b. Evian (famous for water): high end spas c. Starbucks (famous for coffee): film production and promotion d. A company such as LinkedIn which enables networking for employment opportunities: a business magazine	6.0 (LO1, 3)
Q. 5	Pick a product category. Examine the histories of the leading brands in the category over time. How would you characterize their efforts to reinforce or revitalize brand equity?	6.0 (CO1,2)

all the best!