

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2022

BBA, Semester V, 2022-23

Roll No.....

MA1105: Consumer Behavior and Brand Management in
BFSI

Time: 2 hours

Max. Marks: 40

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper.
2. Attempt any four questions, all questions carry equal marks.

Q. 1	What do you understand by reference groups? How understanding of reference group is important to a marketer? In what way do they influence you in your purchasing behavior?	10.0 (LO2)
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Q. 2	Underline the importance of family. Explain the functions due to which the family as a social institution becomes important for the marketers. How family influences consumer socialization of children? What role does television advertising play in consumer socialization? Justify your answer.	10.0 (LO1)
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Q. 3.1	Write short notes on the following types of Brands: a) Exemplar Positioning b) Flanker Brands c) Brand Mantra d) Private Labels	3.5 (LO4)
Q. 3.2	Briefly explain the disadvantages of Brand Extensions.	3.5 (LO3)
Q. 3.3	What are the factors to be considered while retiring a brand? Explain.	3.0 (LO5)

Q. 4.1	How can branding be enhanced and strengthened by packaging?	3.5 (LO4)
Q. 4.2	Explain briefly how a brand can be revitalized?	3.5 (LO5)
Q. 4.3	Differentiate between line extension and brand extension giving suitable examples.	3.0 (LO5)

Q. 5.1	A leading hair oil company plans to enter into antiseptic cream business in competition with the market leader Boroline. Discuss the positioning and brand building strategies that the company can use.	6.0 (LO4)
Q. 5.2	Choose a brand that has recently experienced a marketing crisis. How would you evaluate the marketers' response? What did they do well? What did they not do well? Which of the recovery approaches used by the company worked well ?	4.0 (LO5)

All the best!