

Product &
Brand Mgmt

Mkts.

PBM03

12/10

12-10-2008

Roll No.

Total No. of questions- 5

Duration- 2hrs

Total No. of printed pages- 1

Maximum Marks- 30

All questions are compulsory

1. Rajesh a Marketing head for a leading Cola drink maker meets up his class mate Ms Sheetal at his alumni meet, Sheetal is a leading Marketing consultant. Rajesh is a great fan of bollywood actress of Shilpa Shetty after the Reality show, Big Boss being telecast on Television. Shilpa Shetty had last year won the international format of the same show which has revived her celebrity status. Rajesh is keen on taking Shilpa Shetty as the brand ambassador. What should Sheetal advice Rajesh.....(5 Marks)
2. What is Co Branding? Explain with examples.....(5 Marks)
3. A leading 5 star hotel in India plans to name its budget hotel venture as "Ginger" without any frills service offering. Would you support this initiative as a marketing professional. Pl discuss.....(10 Marks)
4. What are essential elements of a brand manual.....(5 marks)
5. What do you mean by brand equity? Discuss on the criteria of selecting a brand name?.....(5 marks)