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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | | | |
| **MA ADVERTISING & PUBLIC RELATIONS – II SEMESTER** | | | | | | |
| **SEMESTER EXAMINATION: JULY 2022**  **APR 8221: Marketing and Brand Management** | | | | | | |
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| **Time- 2 1/2 hrs** | |  | **Max Marks-70** | | |  |
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| **This paper contains TWO printed pages and THREE parts** | | | | | | |

1. **Answer any FOUR questions in 150 words each. (4X5 = 20)**
   1. What are the ten responsibilities a Marketing Manager performs?
   2. Explain with examples the different ways in which an advertising budget can be set.
   3. What are the differences between Marketing and Branding?
   4. Assume you are the marketing manager and your CEO asked you to do a competition scan – what are the sources and areas that you would analyse?
   5. Draw the Kapferer’s Band Identity prism for any Indian brand.
2. **Answer the following questions in 300 words each. (2X10=20)** 
   1. What is brand positioning? List the different components of brand positioning and explain it with an example from India.
   2. Explain how marketing potential can be identified (Ideally uses JTBD as a framework to break down the process).
3. **Answer the following questions in 450 words each. (2X15 = 30)**
   1. Create a marketing plan covering the following – Market Gap, Market Potential, Customer Avatar you want to Target, Media, positioning options that can be tested. How would you test, verify and scale the budget you want? Explain the constrains you anticipate and your plan to overcome it.
   2. Select an Indian brand of your choice and break it down using the 4 P’s of marketing. Explain it using the convention lens and the modern lens.

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