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Registration Number:

Date & Session:

**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA ADVERTISING AND PUBLIC RELATIONS – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**APR 7522 MARKETING AND BRAND MANAGEMENT**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

1. **Answer any FIVE of the following questions in 200 words each  (5x6=30)**
2. Write a short note describing each of the 4 main functions (The 4P's) of Marketing.
3. Apple's Mission Statement is:

“Bringing the best user experience to customers through innovative hardware, software, and services,”

Based on this, what do you think are the company's Core Values? State down three Functional and three Social/Emotional Values.

1. Do a SWOT analysis of UBER, based on your understanding of the brand and category.
2. Do a SWOT analysis of STARBUCKS. Elucidate your understanding of this brand in comparison with another brand selling similar products.
3. What is a Market Gap Analysis? How is it useful to Start Up's? Discuss with examples.
4. A three-year-old footwear brand, Plato, has decided to focus on school kids and making "shoes for growing feet" as their business idea. What are the different Customer Segments they could potentially target?
5. Define Brand Equity? How is it measured?
6. **Answer any two of the following questions in 300 - 350  words each     (2X10=20)**
7. Netflix is targeting youth below 23 and has decided to do a one-day event at St. Joseph's University, Bangalore. What BRAND EXPERIENCE should they attempt to deliver? Write a short note with some examples of the activity etc.
8. How and why are Global Brands going local and local brands going global. Explain with examples.
9. Mr. Vipin Mehta is launching a perfume brand called 'Everlasting', for working Professionals - Men and women.

* The Value Proposition is obvious - Long Lasting Fragrance.
* The pricing is mid segment ( 'masstige')
* Rs. 750 for 30ml.

Vipin seeks your recommendations on the following:

The functional benefit is clear - long lasting.

* What should the emotional benefit of the brand be?
* Which Brand Persona should Everlast adopt. Why?

1. Ms. Vani Sundaram is launching a chain of ten pure Vegetarian Pizza Eateries in Bangalore.

The brand name: DesiPizzeria

* In order to take on established Brands, they are Introducing a very Indian take on the Pizza; Palak Paneer Pizza, Aloo Tikka Pizza and Rajma Cheese Pizza are the flagship offerings.
* The pricing is 25% lower than the established Brands.
* Marketing Budget is Rs.1cr.
* Given that the competition is stiff, what would you recommend to Amul, as their Marketing Plan for the first year.
* Follow the elements of a marketing plan, starting with the Value Proposition. Be real and practical.

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