



# BRAND MANAGEMENT

Term- Year

Final Exam

PROF. KYRYL LAKISHYK

Time: 2.5 hours

Total Points Possible: \_\_\_\_\_

**Instructions:** This is a **closed book/closed note exam**. You are allowed one page of notes (you will need to submit this page with your exam), and a dictionary. **You will be graded on your ability to demonstrate your understanding of the material rather than the length of your answer.** Therefore, your answers are expected to be well-organized, thorough and to the point. Although your answers do not need to be in complete sentence format, they have to be logical and complete thoughts. You may use tables or figures to help illustrate your answer where you see fit. If you need, write on the reverse side of the page. The exam is designed, however, so that you can answer each question in the space provided. There are three sections in this exam. Point distributions and suggested time are provided for each section.

Please enter your name and student number below. By signing your name you affirm that all of the work you do on this exam is *your own* and that you agree to abide by the closed book/closed note requirement.

NAME: \_\_\_\_\_

Student # \_\_\_\_\_

**NOTE** These are sample questions only. They are meant to give an idea of the type and style of examination questions you can expect. Keep in mind the following:

\*The sample questions are representative and tailored to the experiences of students in the past BM courses taught by me. They should give you an idea of the type of questions that may appear on the exam, not the specific topics (which depend on the material covered and readings used in the respective courses).

\*\* The topics covered in your exam will be tailored to the discussions and experiences we had in this course.

**Question 1**

There is a number of recent examples of companies branding products in categories where branding has not traditionally been viewed as a key tactic. Examples include microprocessors (Intel Inside), automobile tires (Aquatred), etc.

**(a)** Identify and justify a list of distinct criteria or characteristics that would make a category a “good” candidate for branding. (   points)

**(b)** Select either *tomatoes* or *art schools* as an example. Use the criteria you identified in part (a) to determine whether or not the category you selected as your example is attractive for the introduction of branded products. (   points)

SAMPLE EXAM QUESTIONS

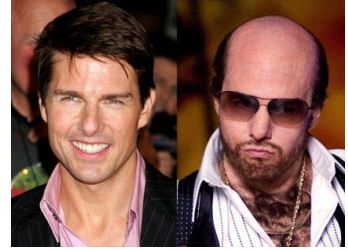
**Question 2** Imagine that during the following summer months you took an internship with Portugal Telecom. Just days before your internship started, on May 20 2009, PT has launched a rebranding campaign. Instead of making a large public announcement, the company chose to do it by introducing a new product - fiber-optics. At the end of each TV commercial there appears the new corporate logo. Your first task as an intern at PT is to evaluate the new logo. How will you do that? ( \_ points)



**Question 3** True or False? "The golden rule of creating an effective slogan is to keep it simple and short". Explain ( \_ points)

SAMPLE EXAM QUESTIONS

**Question 4** Tom Cruise, is an American actor. Since his breakthrough performance in "Risky Business" (1987) he starred in a number of successful action and drama blockbusters, such as Mission Impossible trilogy and Magnolia, which allowed him to develop brand equity of one of the world's highest-paid action stars. In 2008 comedy "Tropic Thunder" he created the character of Les Grossman – a balding foul-mouthed business executive. This was a departure from the usual drama/action/thriller genre for the actor (so much that a few viewers didn't even recognize that Tom Cruise was in the movie. What kind of brand extension is that (name it)? Describe the criteria you would use to assess the effect of such a career move on Mr. Cruise's brand equity. (   points)



**Question 5** Please watch the "Samsung i8910 Omnia HD Camera Trick Challenge" and the "Trick Revealed" viral videos. If you were brand manager responsible for launch of this product, how would you measure the success or failure of this viral campaign? (   points)

**NOTE:**

Students taking the exam were shown these two videos:

<http://goo.gl/3Bh5H>

<http://goo.gl/9LPF2>

SAMPLE EXAM QUESTIONS

**Question 6** Suppose you are a brand manager at Vichy (L'Oreal's brand of skincare products distributed through pharmacies). You are currently in the process of developing a new sunblock/suncare product to be launched in this market. You need to decide how to competitively position your brand in this crowded category. Describe your general decision process and the important steps and issues in achieving this competitive position. (Assume that R&D department can develop anything you want). (\_\_\_ **points**)

SAMPLE EXAM QUESTIONS