

EXAM WRAPPERS

Objective of exam wrapper is twofold

1. To guide you for time management
2. To give you a taste of upcoming exam questions

This wrapper will help you determine focus areas and improve weak understandings by going back to the readings provided, attending upcoming Skype Session, group discussions, and consulting books along with managing time appropriately to secure good grades.

A cheat sheet is provided at the end of this document to help you find accuracy level of your answers.

Please fill following before you start attempting wrapper questions.

| How much time did you spend on these activities? | Time spent/week | Ideally required time |
|---|------------------------|------------------------------|
| Reading module related readings | | 3 hr. |
| Attending Skype Sessions | | 1 hr. |
| Reading textbook section(s) for the first time | | 1 hr. |
| Re-reading textbook section(s) | | 15 min |
| Reviewing your own notes | | 15 min |
| Solving self-assessments | | 10 min |
| Total | | 5 hrs. 40 min |

EXAM QUESTION WRAPPER

1. Herbal hair a well-known herbal shampoo manufacturer needs to create a global brand image. Propose at least three different ways in which this company can be successful in creating a successful brand image before its prospective audience while using different marketing mix techniques.
2. Many studies witness that the performance of the brand is often at the heart of brand equity. Discuss the strength of this statement by giving at least three arguments in its favor.

CHEAT SHEET

Question 1:

Answers may vary. Marks will be awarded according to justification. However my point of view is as follows:

Brand image is built into minds of consumers. It refers to totality of information, advertising, promotion and consumer's preferences (perceptions, beliefs, norms and forgetfulness)

Herbal hair example

- Products- natural ingredients
- Packaging- simple, recyclable.
- Merchandising: detailed point of sale posters and displays
- Staff: encouraged to be enthusiastic and informative concerning environmental issues.
- Sourcing procedures: using small local producers from around the world.
- Running local community programs.
- Taking outspoken stands on various issues.

Question 2:

- Primary ingredients and supplementary features
- Product reliability, durability and serviceability
- Service effectiveness, efficiency and empathy
- Style and design
- Price