



PG – 602

IV Semester M.B.A. Degree Examination, July 2018  
(CBCS Scheme)  
Management

4.3.1 : STRATEGIC BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries 5 marks. (5×5=25)

1. What role does consumer analysis play in designing a Product Strategy ?
2. What is meant by Brand Positioning ? Discuss its importance in terms of success of any brand.
3. Explain the Kapferer Brand Identify Prism Model for understanding core value of a Brand.
4. Discuss the different types of Brand Extensions.
5. Explain the various types of Brand Loyalty Programmes.
6. Explain with example Online Brand Promotion Strategy.
7. Discuss the process of Brand Audit and Valuation.

SECTION – B

Answer **any three** of the following questions. **Each** question carries 10 marks.

(3×10=30)

8. What are the limitations of BCG matrix that should be borne in mind while using this analysis for strategic product Portfolio ? Explain by taking suitable example for your choice.
9. Explain the-steps involved in Strategic Brand Management process.
10. Explain the various methods for calculating Brand Equity.
11. Write short notes on :
  - 1) Integrated Marketing Communication.
  - 2) Customer Based Brand Equity.

P.T.O.



## SECTION – C (Compulsory)

12. Analyse the case and answer the questions given below :

15

Emami's Navratna brand of cooling oil was launched in 1991. The company took the old "cooling oil" product concept and gave it a modern day benefit for being "Stress Buster". There were no organized players in this segment and Navratna oil was first to brand and mass market a cooling oil and to create an unmatched presence. The mid-1990s saw actors Govinda and Rambha endorse the brand through "Thanda-Thanda, Cool-Cool" commercials, which got fairly high media inputs. However, in 2004, Emami executives decided to lend stature and salience to the brand and roped in superstar Amitabh Bachchan in the hope that he would break geographical barriers for them and appeal to the classes and masses. Thus, followed a commercial that had Bachchan talking into the camera about how the "cool" oil helped him counter stress and headaches in his days of struggle. The company has continued to use celebrities to build the cooling oil franchise and has met with tremendous success. Apart from clutter breaking communication on the grand with apt use of celebrities, the company has been engaged in a lot of breakthrough marketing initiatives on brand Navratna. One such initiative was the introduction of Navratna Oil in sachets, which has not only been a trial and volume generator but also a growth engine for the brand. What was a neglected product category was pulled out of the woodworks and given a modern stature and size through Emami's marketing efforts. Not only has the brand Navratna become the undisputed leader of the cooling oil market in North India, but the brand has also managed to break into a non traditional market such as Andhra Pradesh through its high power advertising. The brand Navratna almost helped revitalized and created Rs. 550 crore cooling oil market. Quite rightfully the brand dominates this category, which was left for dead just 15 years ago.

**Question :**

- 1) Analyse the brand building efforts of Emami for Navratna brand of cooling oil and suggest other innovative methods for building cooling oil brands in Indian market.



PG – 877

IV Semester M.B.A. Degree Examination, July 2017  
(CBCS)  
MANAGEMENT  
4.3.1 : Strategic Brand Management

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer *all* Sections.

SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. (5×5=25)

1. Briefly describe the stages in Product Life Cycle.
2. Explain the concept of Brand Equity by Kapferer Brand Identity Prozen model.
3. Explain Brand Leveraging and Brand Loyalty.
4. What is Brand Positioning ? Explain the types of Brand Positioning.
5. What is Internal Branding ? How does it influence the Business Brand Strategy.
6. Briefly describe the components and attributes of a Brand.
7. What are celebrity endorsements ? Why is it a popular strategy in India ?

SECTION – B

Answer **any three** of the following. **Each** question carries **ten** marks. (3×10=30)

8. Explain the different steps in strategic branding process.
9. How can social media be used to build a brand ? Explain with an example.
10. Explain the components of market attractiveness with respect to Adidas in India.
11. How can a Brand be made strong ? What are the sources of Brand Equity ?

P.T.O.



## SECTION - C

## 12. Case Study (Compulsory).

(1x15=15)

**Emotional Branding**

Nike brand strategy is to build a powerful brand – so powerful that it inspires fervent customer loyalty from people literally all over the world. This is because Nike advertising uses the emotional branding technique of archetypes in its advertising – more specifically, the story of the Hero. It's an age old tale, a tale of a hero pitted against a great foe and after a great struggle, emerging triumphant. In a way, you could say that Nikes marketing strategy is thousands of years old, and has been inspiring customer loyalty the entire time.

Nike advertising isn't the only group that uses the Hero archetype to inspire customer loyalty. Many other companies use this emotional branding technique to great effect. In most cases, the foe is external. The most common story of the hero is that of a man of humble origins setting out to defeat a great evil – one far more powerful than he – and, against all odds, emerging triumphant. This same pattern could apply to, say, a home security system against a house fire, or an antacid against heartburn. As long as there is a clearly identified enemy and a clearly identified hero, the emotional branding can begin.

Nike advertising takes the common hero story and turns it on its head. Instead of inspiring customer loyalty by singling out an external enemy, it pulls out the stops and focuses on an *internal* foe – our laziness. Nike advertising knows just how often we battle with our lazy side. Every morning when that alarm goes off and it's still totally dark outside, the battle begins. When we choose how long to run, the battle continues. This is how Nike marketing uses emotional marketing to inspire customer loyalty. They know that while some people may identify with an external foe, *all* people identify with an internal one.

Nike brand strategy is excellent on this end because not only is the internal foe someone we can all hate, the hero is the viewer! In one way or another, we are all the hero of our own story and Nike marketing has long since identified that feeling – and used it to inspire timeless customer loyalty.

**Questions :**

- 1) Why would emotional branding work for Nike ?
  - 2) How would it influence on customer loyalty ?
-



**IV Semester M.B.A. Degree Examination, July 2016  
(CBCS)**

**MANAGEMENT**

**4.3.1 : Strategic Brand Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions, **each** question carries **five** marks. **(5×5=25)**

1. What is product portfolio analysis ?
2. Explain the difference between brand management and product management.
3. What is meant by brand extension and stretching and what are the advantages and disadvantages of brand extension ?
4. What is celebrity endorsement and update positioning over time ?
5. What are the criteria for choosing brand elements ? Discuss.
6. Explain different marketing communication options for building the brands and their advantages and disadvantages.
7. Discuss the importance of brand valuation and its components.

**SECTION – B**

Answer **any three** questions, **each** question carries **ten** marks. **(3×10=30)**

8. Briefly describe each of the four distinct stages of the product life cycle taking an example each from consumer and industrial products you are familiar with.
9. Explain the positioning guidelines for brand building.
10. Explain the role of internet for building brands. How would you evaluate the web sites for major brands like Nike, Disney or Lewis ?
11. Write short notes on : Kepler brand identity prism model and brand audit.

P.T.O.

12. Case study **compulsory** :**(1×15=15)**

In the final analysis, the market belongs to two brands the No. 1 and the No. 2. They are total opposites of each other. The successful number two brand is the opposite of the successful number one brand. To illustrate, if Coke is for the older kids, Pepsi will go for the younger kids. If IBM is for big companies, then Apple is for small companies. If IBM is corporate button-down, the Apple is wild and crazy. When there are hundreds of brands and competition, a small company can become number two by relating its brand to brand one and then reversing the essence of the leader's position to become the opposite. The option to number three, number four and other runner-up brands is to create a new category where they have the potential to be number one. Instead of choosing this option, the number three choose the quality option. It tries to improve on quality and get into TQM. They want to produce better products, but the customer still views these products with skepticism. His typical question is "If you have a better product, how come you are not the leader ?" There is nothing wrong in having better quality say more H.P. to your car, improved service to the customer and customer satisfaction, But it must be remembered at the same time that the world is highly competitive. Service and knowing the customer and quality, all this can get one into the game. But we are not working in isolation. The competitors are doing the same very things. We can do all these things but still much more important is to have a good strategy. Even if the product has some defects, a good strategy can overcome at least some of these defects. If a Mercedes fails, the customer thinks it is unusual. If a Hyundai fails, it is dismissed as junk; their perception of the product is the prime mover of their perception of reality. When they perceive a good product, they discount the problems. Marketing has to build these favorable perceptions. These can overcome some of the quality problems that may be found. Some companies accept the need to narrow focus but try to do so in self defeating ways. The focus on quality end restrict over of the market (not to go to the low – end where emphasis is on price) is legitimate when we restrict ourselves to high-priced products only. e.g. Mercedes-Benz or BMW, GM sells quality at all prices-levels. "Putting quality on the road" is their slogan. Even GM product includes Mark of Excellence. But Ford is doing the same thing (Quality is Job No. 1 – Ford ad), Chrysler wants to be the best. This is great inside the corporation and appealing at dealer conference. Does any company declare itself as the "the unquality corporation?"

No, everybody stands for quality. As a result, nobody does. You can't narrow the focus with quality or any other idea that does not have proponents for the opposite point of view.

**Question :**

Appreciate the strategies followed by the leaders, challengers, followers and nichers. How far do you agree with Ries and Trout ? Can you cite some Indian examples to buttress their view point ?