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10MBAMM416

Fourth Semester MBA Degree Examination, June 2012
Strategic Brand Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. What is brand equity? (03 Marks)
b. Explain brand perspectives with example. (07 Marks)
c. Discuss the steps involved in brand management process. (10 Marks)
- 2 a. What do you mean by brand extension and line extension? Give examples. (03 Marks)
b. Discuss the methods for measuring brand equity. (07 Marks)
c. Discuss brand element options with suitable example. (10 Marks)
- 3 a. Define brand image with an example. (03 Marks)
b. What do you mean by imitation? Explain the types of imitation strategies. (07 Marks)
c. Discuss in detail free rider effect with suitable example. (10 Marks)
- 4 a. Distinguish between ingredient and cooperative branding with a relevant example. (03 Marks)
b. What is augmented product? Explain with relevant example. (07 Marks)
c. Discuss Kapferer's branding system with relevant example. (10 Marks)
- 5 a. What are the drivers of brand equity? (03 Marks)
b. 'Celebrity endorsement influences a consumer's attitude towards brand'. Elucidate. (07 Marks)
c. Discuss how brand equity management system is established. (10 Marks)
- 6 a. Distinguish between point of parity and point of difference. (03 Marks)
b. Explain with suitable example-different brand levels. (07 Marks)
c. Discuss in detail with relevant example brand product matrix. (10 Marks)
- 7 a. What do you mean by leveraging secondary brand knowledge? (03 Marks)
b. Discuss the managerial blockages in global branding perspective with example. (07 Marks)
c. In global context, how different leading brands are targeting different demographic market segments? Comment. (10 Marks)

8

CASE STUDY – (Compulsory)

Titan has embarked upon a multi-pronged strategy to regain lost ground and revive brand image. This includes a launch of 300 new designs (against 100-150 normally) later this year, revamping of 136 exclusive retail outlets across India, a 10% rise in ad spend from a stagnant Rs.26 crore in the past couple of years and fine-tuning of distribution strategy.

The big boy of the Indian watch industry in the past is working hard to ensure top of the mind customer recall. For a couple of years now, foreign brands like Espirit and Swatch have been taking away the fashion conscious customer away from Titan (in the over Rs.2000 category).

At the bottom-end (sub – Rs.500), its Sonata range is seeing cheap Chinese imports, the grey market and local assembled pieces gobble up the pie. Somewhere in the middle, Timex is swaying the young, sporty types away from its fastrak.

The comment of COO is that the “image of being a premium brand that has got dulled now and the Titan image has got diffused”. The Rs.700 crore company has decided to stick to Sonata (value for money, low priced, aimed at first-time user and semi-urban/rural customer), Titan (with upmarket Raga, Regalia and Nebula being a part of it). Fastrak (trends, sports watches for the young adult) and dash (for children as its four key brands).

A management consultancy has been hired to give inputs:

Questions:

- a. If you are a consultant, how do you research the image?
- b. What sort of image should the brand have?
- c. How will you give the brand image a face lift?
- d. Give an outline to maintaining brand identity.

(20 Marks)

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