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**Fourth Semester MBA Degree Examination, June/July 2011**  
**Strategic Brand Management**

Time: 3 hrs.

Max. Marks:100

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

- 1
  - a. Distinguish between brands and products, with a relevant example. (03 Marks)
  - b. What are the branding challenges and opportunities? (07 Marks)
  - c. Explain the customer based brand equity pyramid with an example. (10 Marks)
  
- 2
  - a. What is brand equity? (03 Marks)
  - b. Describe the process of identifying and establishing brand positioning. (07 Marks)
  - c. What is strategic brand management? Discuss the strategic brand management process. (10 Marks)
  
- 3
  - a. What is ingredient branding? (03 Marks)
  - b. What are the advantages and potential problems of celebrity endorsements? Explain with examples. (07 Marks)
  - c. What are the strategies of leveraging secondary brand knowledge to build brand equity? (10 Marks)
  
- 4
  - a. What is brand knowledge? Give an example. (03 Marks)
  - b. Explain different qualitative research techniques for measuring sources of brand equity. (07 Marks)
  - c. Define brand elements. What are the options and tactics used by companies to choose brand elements? (10 Marks)
  
- 5
  - a. What is co-branding? (03 Marks)
  - b. Explain with examples the significance of licensing in leveraging secondary brand knowledge to build brand equity. (07 Marks)
  - c. Explain the brand value chain along with its different value stages and multipliers. (10 Marks)
  
- 6
  - a. What is brand-product matrix? Explain with an example. (03 Marks)
  - b. What are the advantages and disadvantages of brand extension? (07 Marks)
  - c. What are the various types of repositioning strategies? (10 Marks)
  
- 7
  - a. What is brand imitation? (03 Marks)
  - b. Why geographical extension is becoming a necessity to the company who want to compete in the market. (07 Marks)
  - c. Discuss in details the advantages of first movers and free riders. (10 Marks)

Important Note : 1. On completing your answer compulsorily draw diagonal cross lines on the remaining blank pages.  
 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 Case Study :

Café Coffee Day (CCD), owned by Amalgamated Beans Coffee trading company, pioneered the concept of “out-of-home” premium coffee consumption in India by opening a chain of coffee retail outlets in 1996. Till the year 2002, these outlets were largely confined to South India. Realizing that customers were accepting the concept of consumption outside home and that organized coffee retailing would be growing rapidly, Barista opened their own chain of coffee bars in the year 2000, targeting the executive class of coffee-loving customers. Accordingly, Barista, promoted by Java Coffee company, positioned itself on the lines of traditional European cafes. On the other hand, CCD decided to target the young generation, usually college students and young people, and opened their outlets near colleges, software companies and places where the target customers are usually present in large numbers. CCD positioned itself as a “hangout place” for youngsters where they can meet and make friends and promoted the outlet as a place where “a lot can happen over coffee”. Barista, with its stylish and sober ambience and with facilities like internet connectivity, emerged as favorite destination where executives met with business associates made presentations on lap-tops and conducted business while savoring the coffee aroma. In contrast, CCD’s ambience was one of spirited music and bright lighting, which complemented the interiors to reinforce the concept of a “chillout zone” for its young customers. While Barista entered in tie-ups with major retail chains like Planet M and Crossword, and set up outlets in their premises, CCD initiated joint promotions with more youthful brands like channel V to craft the brand-positioning. Thus while Barista is positioned as a premium coffee retail outlet for the upwardly mobile executives, CCD differentiated the brand by crafting a unique position in the young consumer’s minds.

Questions :

- a. How do both the firms choose and communicate an effective positioning in the market?
- b. How both the brands (CCD and Barista) are different from each other?
- c. Discuss how CCD reformulated its marketing strategies and offerings.
- d. Do you think, both the brands, could have positioned themselves in any other different way? Justify.

(20 Marks)

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