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10MBAMM416

Fourth Semester MBA Degree Examination, June/July 2013
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 a band? Give one example each of an Indian brand and an international brand. (03 Marks)
b. Briefly explain growing importance of branding in Indian market. (07 Marks)
c. What are brand extensions? What are its advantages and disadvantages? Give suitable examples. (10 Marks)
- 2 a. Define brand architecture. (03 Marks)
b. What is brand loyalty? Explain with examples. (07 Marks)
c. What are the functions of a brand? Explain the various types of brands. (10 Marks)
- 3 a. What is brand resonance? (03 Marks)
b. Explain the guidelines for brand positioning. (07 Marks)
c. Explain various ways through which brands can be reinforced and revitalized. (10 Marks)
- 4 a. Define brand image. (03 Marks)
b. Explain the concept of value pricing with suitable examples. (07 Marks)
c. What are the advantages and disadvantages of celebrity endorsement? Explain with examples. (10 Marks)
- 5 a. What is brand audit? (03 Marks)
b. What is brand imitation? Explain the different types of brand imitation with suitable samples. (07 Marks)
c. What is customer based brand equity (CBBE) model? Explain the sources of brand equity. (10 Marks)
- 6 a. What is brand salience? (03 Marks)
b. Define packaging. Describe its functions and limitations. (07 Marks)
c. Briefly explain the criteria, options and tactics available for developing brand elements. (10 Marks)
- 7 a. Define brand positioning. (03 Marks)
b. What are the qualitative research techniques for measuring sources of brand equity? (07 Marks)
c. A leading two wheeler manufacturer has developed a new four wheeler. The company wants to build a strong brand and seek's your professional advice for the same. In the light of your knowledge in David Aaber's guidelines for building strong brands, advise the company as to how it can build a strong brand. (10 Marks)

Important Note : 1. On completing your answers, 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.

CASE STUDY**SUCCESS STORY OF NIPPO**

Navin Desai, a fresh chemical engineer, developed a new detergent during his M.Tech course. Upon passing out he invested a small capital to start manufacturing and selling the detergent under the brand name 'Nippo'. Coming from a middle class family himself Desai decided to price his detergent much lower than the other detergents available in the market at that time. His pricing strategy paid rich dividends and 'Nippo' became an instant success. Using his newly acquired financial strength Navin Desai developed Nippo bath, a premium quality bathing soap with a unique colour and perfume combination. Although the cost price of this soap was itself high, Navin again priced it substantially lower to comparable products in the market by maintaining a low profit margin against his marketing manager Ashok Jain's advice. Lab test has confirmed that Nippo bath is superior to light boy, the market leader in terms of TFM (total fatty matter) content. Despite having an excellent product sales did not pick up as expected. Navin Desai understood that something went wrong somewhere. He wants to find out the reason/s for the poor sales and market share. Mr. Navin Desai has decided to re-launch the premium bathing soap.

Questions:

- a. Suggest an appropriate branding strategy to Mr. Navin Desai. (07 Marks)
- b. Do you feel Navin has committed a pricing mistake this time? Give reasons for your answer. (06 Marks)
- c. What branding mistake did Mr. Navin Desai commit? Can the mistake be corrected? (07 Marks)

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