



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Fourth Semester, Master of Business Administration (MBA)

Semester End Examination; June - 2017

Strategic Brand Management

Time: 3 hrs

Max. Marks: 100

Note: Answer all FOUR full questions from PART-A and PART-B (Case study) is Compulsory.

PART - A

- 1 a. What is brand? Why do brand matter to the consumers? Explain the function of brand to the consumers. 10
- b. Can everything be branded? Discuss. Take suitable example for each category given below and explain branding in: 10
- i) Physical goods ii) Services.

OR

- 2 a. Explain the strategic brand management process. 10
- b. With the help of a neat diagram, explain the brand building blocks. 10
- 3 a. With suitable examples, explain: 10
- i) Point of difference ii) Point of Parity.
- b. Explain the criteria for choosing brand elements. 10

OR

- 4 a. With special reference to co-branding, licensing and celebrity endorsement explain leveraging process to build equity. 10
- b. Define Brand equity. Explain the Quantitative and Qualitative technique of measuring brand equity. 10
- 5 a. Explain the meaning, definition and sources of brand of Brand image. 10
- b. What is the Brand personality? Explain the elements of brand personality. 10

OR

- 6 a. Explain the sources of opportunities for global brands to enter new markets. 10
- b. Explain the concept of Reinforcing and Revitalizing brands. 10
- 7 a. Explain the importance of brand tracking. 10
- b. Explain CBBE model. 10

OR

- 8 a. Explain the types, needs, advantages and disadvantages of Brand extension. 10
- b. Write short notes on: 10
- i) Logos and symbols ii) Holistic methods

Contd...2

PART - B (Compulsory)**9. Case study:**

Ram and Sai are students studying business management are aware of basics of business. Hailing from business background has made them to develop affinity towards business. They are decided to try their hand in business along with attending college.

Ram and Sai have decided to sell homemade health drinks near the joggers of their city. The product line includes plain lime juice, lime juice with honey, coriander leaf juice, jeera water etc. They are aware of the importance of building a strong brand for their business and product. They have decided to approach you as you are a marketing consultant. They are seeking advice on the follow:

Questions:

- a. What would be the appropriate name, color, logo, punch line for the business? Justify. 10
- b. Suggest the steps to be taken by the business to build strong brand Image. 10

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