



U.S.N

--	--	--	--	--	--	--	--	--	--

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; May/June - 2018

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 do you mean by brand? Can anything be branded? 10
 b. Bring out the branding challenges and opportunities. 10

OR

- 2 a. What do you mean by customer based brand equity? What are the sources of brand equity? 10
 b. What are the brand elements? What are the criteria for choosing brand elements? 10
 3 a. Write short notes on:
 (i) Brand positioning 10
 (ii) POP's and POD's
 b. What do you mean by co-branding? What are the advantages and disadvantages of co-branding? 10

OR

- 4 a. What do you mean by celebrity endorsement? What are the potential problems of celebrity endorsement? 10
 b. What are the qualitative techniques of measuring brand equity? 10
 5 a. What are the comparison methods of measuring brand equity? 10
 b. Write a note on:
 (i) Brand-Product Matrix 10
 (ii) Brand Hierarchy

OR

- 6 a. What is brand personality? What are the elements of brand personality? 10
 b. What do you mean by brand extensions? What are the advantages of brand extensions? 10
 7 a. What are the advantages of global marketing programs? 10
 b. What do you mean by globalization? What are the barriers of globalization? 10

OR

- 8 a. Write a note on brand value chain. 10
 b. Write a note on:
 (i) Brand audit 10
 (ii) Internal branding

Case Study (Compulsory)

9. One persistent problem that well-known brands face in domestic market as well as foreign markets is counterfeiting. Counterfeit consumer goods are often of inferior quality, made or sold under another's brand name without the brand owner's authorization. Such products are considered illegal when they are introduced to confuse consumers. There are three types of piracy: imitation, facking and pre-emption. Imitation amounts simply to copying an established brand. Facking refers to identifying the fraudulent product with a symbol, logo or brand name. Piracy through pre-emption of brand names is very popular in various countries. For example, a manufacturer in Hongkong may produce cheap jeans and put on the RAYMONDS label for sale as a genuine RAYMONDS in India. Counterfeit products make up 5 to 7% of world trade and have cost an estimated 2.5 billion jobs worldwide.

Questions:

- a) Discuss the pros and cons of counterfeiting of consumer goods. 10
- b) As a brand manager of a consumer goods brand list out the possible solutions for curbing counterfeiting. 10

* * * *