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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; Aug. / Sep. - 2020

Strategic Brand Management

Time: 3 hrs

Max. Marks: 100

- Note:** i) Answer any **ONE** full question among **Q.1** and **Q.2** in **PART - A**.
 ii) Answer any **THREE** full questions among **Q.3** to **Q.8** in **PART - A**.
 iii) **Q.9** in **PART - B (Case Study)** is compulsory.

PART - A

- 1 a. What is meant by CBBE? Explain the sources of Brand equity. 10
 b. Explain the steps involved in building a strong brand. 10

OR

- 2 a. Explain Core and Extended identity of branding with suitable example. 10
 b. Explain the steps in the strategic brand management process. 10
 3 a. What are the various sources of Brand equity? 10
 b. Discuss the various steps involved in brand building. 10
 4 a. What do you understand regarding product category structure? Give example. 10
 b. What are the implications of brand building? Explain. 10
 5 a. Discuss the various criteria for choosing brand elements. 10
 b. What are the steps involved in Brand naming procedure? Explain. 10
 6 a. "Packaging Can influence How a Person Uses a Product", interpret the following statement. 10
 b. How can marketers create secondary associations with third party sources? Discuss. 10
 7 a. What is BEMS? Discuss the various steps involved in BEMS. 10
 b. Define brand equity charger. Explain its components. 10
 8 a. Explain the Big five's of Brand Personality and Values. 10
 b. Write short note on : 10
 i) Brand Dynamics ii) Equity Engines

PART - B (Case study - Compulsory)

9. Read the following case carefully and answer the following questions.

Arun kumar an engineer by qualification is a young entrepreneur born in a small city of Karnataka in early 1980s. Entrepreneurship always fascinated him and he decided to be an Entrepreneur since a very young age. Like any other entrepreneur Arun kumar too wanted to do something different and revolutionize the industry in which he gets into.

After his bachelor degree he worked for a packaging industry in his home town and got introduced to the world of packaging and branding. The work experience and network he developed in the workplace increased his desire and confidence of becoming an entrepreneur.

A couple of years back he received a mail which had a subject line 'People born in 80s had the best childhood'. The mail contained few brands which made the world during 80s and 90s for millions of kids like Arun Kumar. The mail included brands like Kissmc bars, Doordarshan, Bajaj scooters, Amul butter and many more. This triggered the entrepreneur in Arun kumar and he decided to do something which can bring the kids of 80s and 90s closer and give them the feel of their childhood.

This thought of his made him start a company named 'Yaadhe - Hamare Zamaneka" (translation - Memories of our age). Yaadhe is into manufacturing of products which includes products which people have forgotten because of modern westernized products. Yaadhe product line includes - Lime Soda, Tamarind flavored confectionaries and drinks, coconut biscuits, various types of peppermints etc.

Yaadhe has done well in the past two years and registered growth. People born in 80s and 90s like buying and gifting Yaadhe products to their counterparts. The recent market research taken by the company suggests that the market of Yaadhe's buzz would not remain for a long time as repeat purchase of the product is reducing and a company entirely cannot rely on new product sales. This finding has put Yaadhe team to wear their thinking caps.

The options that company is considering are as follows;

- i) To extend the brand to other products.
- ii) To reemphasize the concept of Memories and to market the brand.
- iii) To diversify Yaadhe into other categories.

Answer the following questions:

- a. In your opinion was it a good idea to develop a business and brand based on a concept like Memories. 5
- b. Was the entrepreneur emotional rather than rational in deciding his business? Discuss. 5
- c. If you were in the position of Arun kumar what would you have done differently for Yaadhe at the inception? 5
- d. Are you in agreement with the three options that company is considering for its revival? Do you suggest something else for the company? 5

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