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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; August - 2023****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.*

Q. No.	Questions	Marks
PART - A		
1 a.	Define Brand. Briefly explain the things that can be branded with suitable example.	10
b.	Explain the steps involved in strategic brand management process.	10
OR		
2 a.	Explain the concept of the customer based brand equity pyramid by choosing a suitable brand of your choice.	10
b.	Discuss brand equity and Aaker's brand equity model.	10
3 a.	Describe the opportunities and challenges of branding.	10
b.	Discuss brand positioning with its bases and components.	10
OR		
4a.	What are the strategies for leveraging secondary brand knowledge to build brand equity.	10
b.	Define brand elements. Explain the options and tactics used by companies to choose brand elements.	10
5 a.	Discuss in detail the brand value chain along with its different value stages and multipliers.	10
b.	There are a number of potential problems with linking a celebrity endorser to a brand. Discuss in detail.	10
OR		
6 a.	Describe the various methods for measuring the sources brand equity.	10
b.	Define brand personality. Explain the types of brand personality with suitable examples.	10
7 a.	Explain the brand hierarchy in detail and the multiple levels involved in it.	10
b.	Discuss the barriers in building a global brand.	10
OR		
8 a.	Pick a brand. Assess its efforts to manage brand equity in the last five years. What actions has it taken to be innovative and relevant? Can you suggest any marketing program?	10
b.	Discuss the ten commandments of global branding.	10

Contd....2

PART - B (Case Study is compulsory)

9. Zara’s less is more founded by Amancio Ortega in 1975, Zara is the flagship chain of the Inditex group. The world’s largest apparel retailer. Zara uses a mix of unique marketing strategies and serves the growing needs of customers. Unlike most of its competitors, Zara doesn’t rely on promotional marketing or advertising. You will not see a single television commercial, an ad in the press a bill board or banners on the internet. Not an advertisement for Zara. But still it is considered as the most successful brands in the luxury segment.

One of the major reasons for Zara being successful is that the company never produces too many products of a single design. This creates scarcity in the mind of consumers which makes them take quick decisions to buy their favorite designs as they know they will go out of the stock soon. While most fashion brands come with new design seasonally, Zara brings new patterns constantly throughout the year. This makes customers visit their stores more frequently than others.

Zara takes customer feedback very seriously employees at their stores have been told to note down what customers want and these feedbacks are very quickly sent to the design and production team to make new designs according to requirements on online platforms, it regularly analyses what customers are searching for. This involvement of customers also in building brand loyalty. Talking about social media, due to their massive brand loyalty Zara believes in making fans rather than just followers. For this Zara never snivels high a bill board and collaborates with digital influencers. Most luxury stores tend to locate their stores away from normal audience reach but Zara stores are usually located in high centers where footfall is consistently high. Considering all these factors it can be concluded that it has a clever marketing strategy that can differentiate itself and find higher visibility as well as loyalty.

Questions:

- a. Discuss Zara’s positioning strategy with respect to POP and POPS. 5
- b. Do you think Zara is successful in creating a strong brand without going for all advertisement / social media influencer. Evaluate. 5
- c. What are the criteria to be considered for a brand to be successful in the luxury brand segment? 5
- d. Do you think Zara is a successful global brand? Justify. 5

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