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

(An Autonomous Institution under VTU, Belgaum)

Fourth Semester, Master of Business Administration (MBA)

Semester End Examination; June - 2016

Strategic Brand Management

Time: 3 hrs

Max. Marks: 100

Note: Answer any FOUR full questions from PART - A and PART - B (Case Study) is compulsory.

PART - A

- 1 a. Discuss the relationship between brands and product. 10
 b. Explain in detail the branding concept in marketing. 10

OR

- 2 a. Define Brand. Illustrate with an example the creation of a brand. 10
 b. How can you build a brand's image? Discuss with suitable examples. 10
 3 a. Define Brand Equity. Explain the methods of measuring Brand Equity. 10
 b. What is Brand Identity? Briefly explain sources of brand Identity. 10

OR

- 4 a. "Brand is the most enduring asset of Organization." Elaborate this statement with reference to 'Brand Equity'. 10
 b. Highlight the importance of following elements in building a Brand :
 i) Brand symbol and Logo 10
 ii) Slogans
 5 a. What is Customer Based Brand Equity model? Explain. 10
 b. What are Brand Extensions? What are its advantages and disadvantages? 10

OR

- 6 a. What is Brand Personality? How do marketers build brand personality? 10
 b. How do you choose a celebrity for brand endorsement? What are the advantages and disadvantages of celebrity endorsement? 10
 7 a. Explain the concept and significance of brand architecture. 10
 b. Write a note on the following strategies :
 i) Brand Revitalization ii) Adjusting the Brand portfolio 10

OR

- 8 a. Discuss the Strategic Brand Management Process. 10
 b. What are the various challenges and opportunities faced by companies while building brands in the global market? 10

PART - B

Case Study (Compulsory)

9. Ashok Leyland is planning to go for product diversification. It is interested in entering into car segment as well as two-wheeler segment because of the increase in the market potential.

The company is thinking to have the same brand name.

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Questions:

- a) As marketing specialist how will you approach and suggest the company in this regard.
- b) If you are a marketing manager whom do you recommend as Brand Ambassador Justify?

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