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22MBAMM403

Fourth Semester MBA Degree Examination, Dec.2024/Jan.2025

Strategic Brand Management

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.

2. Question No. 8 is compulsory.

3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	State and meaning of Branding.	3	L1	CO1
	b.	Explain the role of Brand.	7	L2	CO1
	c.	Explain the process of strategic Brand management. Discuss the role of Brand managers.	10	L3	CO2
Q.2	a.	Define Brand Mantra.	3	L1	CO1
	b.	Explain Brand Identify Prism in detail. What are the different dimensions of Brand Identify?	7	L3	CO2
	c.	Describe the Keller's model of Brand Equity in detail (CBBE Model).	10	L3	CO3
Q.3	a.	State the meaning of Brand of Brand knowledge.	3	L1	CO1
	b.	Explain the means of Leveraging Brand Equity in detail.	7	L3	CO3
	c.	Explain the concept of Leveraging Secondary Brand knowledge to build Brand Equity. Also discuss the conceptualizing of the leveraging process.	10	L3	CO3
Q.4	a.	What do you understand by Brand Hierarchy?	3	L1	CO1
	b.	State the features of Brand consolidation.	7	L1	CO2
	c.	What are the various kinds of Imitation? Explain the factors affecting Brand Imitation.	10	L3	CO3
Q.5	a.	What is Global Branding?	3	L1	CO1
	b.	Explain the sources of opportunities for Global Brands.	7	L3	CO4
	c.	Explain the Qualitative and Quantitative methods of measuring Brand Equity.	10	L3	CO4
Q.6	a.	What do you understand by Luxury Retail?	3	L2	CO2
	b.	State the Types of Luxury Brands.	7	L2	CO2
	c.	Discuss the basic psychological phenomena associated with luxury purchase in detail.	10	L3	CO3
Q.7	a.	Define Brand Positioning.	3	L1	CO1
	b.	Describe the types of Brands. Mention any three functions of Brand to consumers.	7	L2	CO2
	c.	Discuss the criteria to choose Brand Elements. Explain option and tactics for Brand Elements.	10	L3	CO3

Q.8	<p style="text-align: center;">Case Study</p> <p>Ram Singh, a fresh chemical engineer, developed a new detergent during his M.Tech course. Upon passing out he invested a small capital to start manufacturing and selling the detergent under the Brand name 'Hippo'. Coming from a middle class family himself decided to price his detergent much lower than the other detergents available in the market at that time. His pricing strategy paid rich dividends and 'Hippo' becomes an instant success. Using his newly acquired financial strength Ram Singh developed Hippo bath, a premium quality bathing soap with a unique color and perfume combination. Although the cost price of this soap was itself high, Ram Singh again priced it substantially lower to comparable products in the market by maintaining a low profit margin against his marketing manager Ashok Jain's advice.</p> <p>Lab Test has confirmed that Hippo Bath is superior to Light Bar, the market leader in terms of TFM (Total Fatty Matter) content. Despite having an excellent product sales did not pick on is expected. Ram Singh understand that something went wrong somewhere. He wants to find out the reasons for the poor sales and market share. Mr., Ram Singh has decides to re-launch the premium bathing cake.</p> <p>Questions :</p>			
	<p>a. Suggest an appropriate Branding strategy to Mr. Ram Singh. Do you feed Ram Singh has committed a pricing mistake this time. Give Reasons for your answer.</p>	10	L4	CO3
	<p>b. What Branding mistake did Mr. Ram Singh commit? Can the mistake be corrected?</p>	10	L5	CO4
