

AP-272

M.B.A. Semester-III Examination

BRAND MANAGEMENT

Paper—MBA/3205/M

Time—Three Hours]

[Maximum Marks—70

Note :— (1) Attempt **ALL** questions.

(2) Figures to the right indicate full marks.

SECTION—A

1. (a) "Branding has become the backbone of marketing phenomenon in current era." Illustrate the statement in the light of twenty-first century brands. 14

OR

- (b) "Brand image and brand identity are two sides of the same coin." Elaborate the relation between brand image and brand identity with the help of examples. 14

SECTION—B

2. (a) What is brand personality ? Explain. 7
- (b) Mineral water is a big business recently. Numerous brands have turned the market place into a flooded one. Each mineral water marketer is with a

positioning to attract customers. Suggest a distinctive brand positioning way to a new entrant 'Aquaworld' to get distinguished from rest of the market players. 7

OR

- (c) What are various methods used to measure brand equity ? Illustrate. 7
- (d) Nestle's 'Maggi' has ruled the Indian market for years. 'The two minutes' concept was a fabulous positioning for Maggi. But Maggi is facing a huge crisis through legal matters recently. Nestle will have to rethink over Maggi's old positioning. What you will suggest the brand re-positioning for Maggi ? 7

3. (a) What are the differences between a mere product and a true brand ? Explain. 7
- (b) Bajaj Scooter was the King of Indian roads. With the entry of 4-stroke bikes, in Indian market, the demand for scooters declined. Bajaj tried to inject life in such a celebrated brand but was not capable to do the same and finally eliminated the brand. Do you feel brand elimination in case of scooters was a right decision ? Justify. 7

OR

Soon, there was a shift in evaluative alternatives by customers and lap-tops started being sold on colour as a primary criterion. All other competitors of Sony chose to follow the trend. Today, colour in a lap-top is not a news but an expectation. The moral of the story is 'Distinguish or Die'.

- (a) Analyze the case. 7
- (b) Suggest some innovative ways to brand Lap-tops. 7

- (c) What is brand portfolio ? Illustrate. 7
- (d) Ambassador was one of the most beloved brands for Indians. With rapid changes in car technologies and post 1991, due to liberalization and globalization, number of car-makers entered Indian market. Gradually Ambassador disappeared from the scene. But a saying goes—"Old is Gold". Do you feel Ambassador can be revitalized ? Suggest creative still feasible ways to revitalize Ambassador. 7
4. (a) Explain the process of managing brands. 7
- (b) Brand extension is a good way to enhance the consumer base by offering a new variant. Marketers try to extend the brands on the basis of fragrances, tastes, colours, contents, weight, shapes etc. How can an incense sticks marketer adopt brand extension ? Justify. 7

OR

- (c) Explain the financial aspects of a brand. 7
- (d) Damage to brand image is a serious threat. There have been cases in this regard. Worms found in cadbury chocolates, Nokia battery explosions, pesticide contents in coca-cola are some of the unfortunate incidences. How should a marketer get rid of bad brand image ? Suggest generic remedies for the same. 7

SECTION—C

5. Brands can be classified into fast moving consumer goods, durables, services, technological offerings etc. Each of these needs meticulous branding efforts. It becomes more a difficult task in case of technological products. Mobile handsets, television sets, computers, refrigerators, microwave ovens, etc. are some examples. Lap-tops come in the same group as well.

The lap-top marketers have been making efforts to brand on some evaluative criteria like price, weight, RAM, configuration, display, screen size, after sales service etc. But it was Sony's Vario which made a sensational entry in the market with a concept 'colour in a lap-top or coloured lap-tops' and grabbed attention of the masses.

The colour component matches to some product categories like apparels, wrist-watches, shoes, pens, etc. But colour may not be necessarily the primary criterion in decision making process of a durable and technological product like lap-tops.

But the reality was a contradiction. Sony, with a campaign starring popular bollywood actress Kareena Kapoor conveyed the prospects that a lap-top is something with which one can express himself or herself. And thus, colour matters.