

AU-1614

M.B.A. (Semester—III) Examination

BRAND MANAGEMENT

Paper—MBA/3205/M

Time : Three Hours]

[Maximum Marks : 70

- Note :—**(1) Attempt **ALL** the questions.
(2) Figures to the right indicate marks.

SECTION—A

1. (a) Illustrate branding of services in detail in the current scenario. 14

OR

- (b) Elaborate retail branding with examples in the context of twenty first century. 14

SECTION—B

2. (a) Explain the concept of brand equity in detail. 7
(b) 'Womens' Horlicks' is a new entrant in the market with a typical positioning targeting women in their thirties. Brand focuses on the workaholic day of a woman either a housewife or a working one. But the positioning does not match all kind of women. What are your suggestions to reposition Womens' Horlicks ? Explain. 7

OR

- (c) Elaborate umbrella branding in detail. 7
(d) There's an increasing affection towards bicycles, these days. But the bicycles have undergone a make-over. These have turned into terrain bikes with gears. These bicycles are comparatively high-priced. So far, the positioning in this context is complicated. What are your suggestions to position the latest trendy bicycles ? 7
3. (a) Elaborate evolution of branding. 7
(b) A brand is not only about external aspects like name, logo, punch line, mascot, graphics and packaging but it deals with all types of emotional connections, associations with the customers. Do you feel, majority of the brands stand true on the basis of emotional connections with the customers ? Justify. 7

OR

- (c) Elaborate brand hierarchy in detail. 7
- (d) Many brands try to influence the prospective customers on the basis of number of years they are in the business. We can observe either in advertisements or on packages that a brand is either 100 or 150 years old. The marketer feels this can be a good reason to come up with an identity. But it's not always true. A customer is a curious one and enquires a lot. Mere experience may not shape a true brand. What is your opinion in this regard ? Justify. 7

SECTION—C

4. (a) Explain brand revitalization in detail. 7
- (b) Elaborate the concept of brand portfolio. 7

OR

- (c) Illustrate brand elimination with examples. 7
- (d) Why do some brands fail to sustain in the long run ? 7

SECTION—D

5. Some brands are co-related to an occasion or incident or a festival by customers. These brands may either be fast moving consumer goods, services, durables or electronic gadgets. A group of friends together in Summer recalls Thums-Up, Rainy season strikes to someone as Nescafe. In the same manner, 'Moti Soap' is with a strong brand recall.

Throughout the year an Indian family uses a particular soap. But the festival of Diwali gives birth to a recall of 'Moti Soap.' And it's not about the contents in the soap. Because today, it's available in two variants – Sandal and Rose. These fragrances are available with other soaps also. Still, Moti is preferred. A fortnight before Diwali, the shelf space of retailers and distributors is occupied by Moti. This is accompanied by one or two creative advertisements expressing the cultural heritage. The packaging of the soap is a routine one and there are no big changes in packaging in recent years. The shape of soap is a typical round one. There are only two fragrance variants in Moti over the years, whereas in other cases of soaps there are numerous and novel fragrances available. But strong brand association provides a competitive advantage to Moti. Moti will surely scatter its fragrances in the Diwali festivals to come.

Questions :

- (a) Analyse the case. 4
- (b) What are reasons behind Moti's success ? 5
- (c) What are your suggestions to further boost Moti ? 5