

D 91571

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 3EM 04—BRAND MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. Define brand positioning.
2. What is brand loyalty ?
3. Differentiate products vs brand.
4. What is co-branding ?
5. Differentiate private brand vs national brand.
6. Define brand positioning.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. How do you measure brand equity ?
8. Discuss the role of internet for building brands.
9. Explain the concept of brand personality with examples.
10. Discuss the inter relationship between brand attributes and brand personality.
11. How do you create brand awareness ?
12. What is celebrity endorsement for branding ?
13. Briefly explain the Brand positioning process.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three questions.
Each question carries 4 weightage.*

14. Explain the brand building process.
15. What metrics are important to you as a brand manager and why ?
16. What do you understand by Brand equity ? Explain various methods of calculating brand equity.
17. Explain the various criteria that can be effectively managed in brand extension.
18. Explain the role of Brands in Consumer Marketing.

(3 × 4 = 12 weightage)

Part D

*Answer the compulsory questions.
Each question carries 3 weightage.*

19. *Case Study :**BMW Marketing experience over ROVER Car.*

Zara is one of the world's most successful fashion retail brands - if not the most successful one. With its dramatic introduction of the concept of "fast fashion" retail since it was founded in 1975 in Spain, Zara aspires to create responsible passion for fashion amongst a broad spectrum of consumers, spread across different cultures and age groups. There are many factors that have contributed to the success of Zara but one of its key strengths, which has played a strong role in it becoming a global fashion powerhouse as it is today, is its ability to put customers first.

Zara has used almost a zero advertising and endorsement policy throughout its entire existence, preferring to invest a percentage of its revenues in opening new stores instead. It spends a meagre 0.3 per cent of sales on advertising compared to an average of 3.5 per cent by competitors. The brand's founder Amancio has never spoken to the media nor has in any way advertised Zara. This is indeed the mark of a truly successful brand where customers appreciate and desire the brand, which is over and above product level benefits but strongly driven by the brand experience.

Instead of advertising, Zara uses its store location and store displays as key elements of its marketing strategy. By choosing to be in the most prominent locations in a city, Zara ensures very high customer traffic for its stores. Its window displays, which showcase the most outstanding pieces in the collection, are also a powerful communication tool designed by a specialized team. A lot of time and effort is spent designing the window displays to be artistic and attention grabbing. According to Zara's philosophy of fast fashion, the window displays are constantly changed. This strategy goes down to how the employees dress as well - all Zara employees are required to wear Zara clothes while working in the stores, but these "uniforms" vary across different Zara stores to reflect socio-economic differences in the regions they were located. This effectively communicates Zara's focus on the mass market, yet another detail that reflects its close attention on the customer.

To tap into the emerging e-commerce trend, Zara launched its online boutique in September 2010. The website was initially available in Spain, the UK, Portugal, Italy, Germany and France, and was extended to Austria, Ireland, the Netherlands, Belgium and Luxembourg. Over the next 3 years, the online store became available in the United States, Russia, Canada, Mexico, Romania, and South Korea. In 2017, Zara's online store launched in Singapore, Malaysia, Thailand, Vietnam and India. More recently in March 2018, the brand launched online in Australia and New Zealand. As at 2017, online sales made up 10% of Zara's total global sales.

As a fast fashion retailer, Zara is definitely aware of the power of e-commerce and has built up a successful online presence and high quality customer experience.

- A) Explain brand communication strategy of Zara.
- B) Critically analyze firms brand structure. What challenges you foresee for the firm ?

(2 x 3 = 6 weightage)