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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. [2016 SCHEME] DEGREE EXAMINATION,  
JANUARY 2023**

(CUCSS)

MBA

BUS 3EM 04—BRAND MANAGEMENT

Time : Three Hours.

Maximum : 36 Weightage

**Part A**

*Answer all the questions.  
Each question carries 1 weightage.*

Define the following terms :

1. Brand repositioning.
2. Brand image.
3. Brand revitalization.
4. Brand cannibalization.
5. Brand audit.
6. Product vs. brand.

(6 × 1 = 6 weightage)

**Part B**

*Answer any four questions.  
Each question carries 3 weightage.*

7. What is Brand Personality ? How marketers build brand personality ?
8. What do you mean Brand Positioning ? What different strategies of brand positioning ?
9. What do you mean by Co-Branding ?
10. What is Brand Identity ? Briefly explain sources of brand Identity ?
11. What is Brand Loyalty ? Explain with examples.
12. Explain in detailed the strategies adopted by the marketer in the brand life cycle ?

(4 × 3 =12 weightage)

**Turn over**

**Part C**

Answer any **three** questions.

Each question carries 4 weightage

13. What are Brand Extensions / stretching? What are its advantages & disadvantage?
14. Multidimensional Scaling and Perceptual mapping guides a marketer to gauge the extent of acceptability of the target market vis-avis the relevant attributes of products/services- explain with appropriate examples
15. The value of intangible element of brand is highly significant in brand building process- do you agree? Justify your answer
16. What is Brand Equity? Explain with examples how brand equity is build through different brand management methods.
17. What are different stages of New Product Development Process? Explain the Test Marketing stage of New Product Development process.

(3 × 4 = 12 weightage)

**Part D**

Answer the **compulsory** question.

The question carries 6 weightage.

18. Emami's Navratna brand of cooling oil was launched in 1991. The company took the old "cooling oil" product and gave it a modern day reason for being "Stress Buster". There were no organized players in this segment and Navratna oil was first to brand and mass market a cooling oil and to create an unmatched presence. The mid-1990s saw actors Govinda and Rambha endorse the brand through "Thanda-Thanda, Cool-Cool" commercials, which got fairly high media inputs. However, in 2004, Emami executives decided to lend stature and salience to the brand and roped in superstar Amitabh Bachchan in the hope that he would break geographical barriers for them and appeal to the classes and masses. Thus, followed a commercial that had Bachchan talking into the camera about how the "cool" oil helped him counter stress and headaches in his days of struggle. The company has continued to use celebrities to build the cooling oil franchise and has met with tremendous success. Apart from clutter breaking communication on the grand with apt use of celebrities, the company has been engaged in a lot of breakthrough marketing initiatives on brand Navratnaa. One such initiative was the introduction of Navratnaa Oil in sachets, which has not only been a trial and volume generator but also a growth engine for the brand. What was a neglected product category was pulled out of the woodworks and given a modern stature and size through Emami's marketing efforts. Not only has the brand Navratna become the undisputed leader of the cooling oil market in North India, but the brand has also managed to break into a non- traditional market such as Andhra Pradesh through its high power advertising. The brand Navratna almost helped revitalized and created Rs. 550 crore cooling oil market. Quite rightfully the brand dominates this category, which was left for dead just 15 years ago.
  1. "Understanding the customer needs and wants are important for brand building". Justify the statement using Emami Navaratna Brand Case.

(1 × 6 = 6 weightage)