

D 54209

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2024

(CUCSS)

M.B.A.

BUS 3EM 04—BRAND MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. What is brand essence ?
2. What is brand extension ?
3. What do you mean by re-launching ?
4. What is brand equity ?
5. What is brand associations ?
6. What do you mean by brand ambassadors ?

(6 × 1 = 6 weightage)

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

7. Differentiate between brand loyalty and brand equity.
8. Explain the various functions of brand.
9. Discuss the social responsibilities of brand ambassadors.
10. Discuss importance of brand name selection.
11. Discuss the competitive advantages achieved by brand.
12. Write a note on benefits of Brand audit.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any **three** questions.*

Each question carries 4 weightage.

13. Explain in detail types of branding and give relevant examples.
14. What is meant by brand positioning? Explain the steps involved in the process of brand positioning.
15. What is meant by brand extension? Explain its advantages and disadvantages.
16. What kind of role does consumer play in building a brand? Explain the steps involved in Brand building?
17. Write a detailed note on brand building tools.

(3 × 4 = 12 weightage)

Part D

*Answer the **Compulsory** questions.*

Each question carries 3 weightage.

18. Mother Dairy Fruits and Vegetables, a company with a billion-dollar (Rs. 4,200-crore) turnover, has been a well established player in NCR. known for products the firm has been largest seller of milk in NCR, with 65 % of the revenue being contributed by milk. Amul entered delhi market five years back and in 2011 with in a span on 4years it defeated mother dairy in terms of market share. Amul procures fresh milk and packages it. Mother dairy adds powder milk in its products to the tune of 40 % . This spoils the taste of the product. Also Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country - Their capacity to develop products and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years . Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy . They plan to increase their capacity and also expand procurement of the milk. One of the reasons why consumer shifted to Amul has been difference in the taste of the milk . Amul milk is fresh where as a portion of mother

dairy milk is reconstituted. Mother dairy sells through its own outlets and home delivery is not possible where as Amul used channel and home delivery of the milk is possible . Mother dairy milk price has been less than the price of Amul milk, still a huge number of mother dairy loyals moved to Amul. Now Mother dairy is restructuring its strategy and systems to combat Amul.

Questions :

- (a) What would you suggest to Mother Dairy for its revitalization plan ?
- (b) Develop brand identity model for Mother Dairy after collecting additional information for the brand.

(2 × 3 = 6 weightage)