

D 115148

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2025

(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. Define Positioning.
2. What is brand image ?
3. What is brand loyalty ?
4. Define Brand.
5. What is brand audit ?
6. What is multiple branding ?

(6 × 1 = 6 weightage)

Part B

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

7. What are the qualities of good brand ?
8. State the objectives of brand audit.
9. Discuss the benefits of multiple branding.
10. Discuss steps in brand positioning.
11. Differentiate between family and individual brand names.
12. Write a brief note on type of branding.

(4 × 3 = 12 weightage)

Turn over

Part C

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

13. Discuss the importance of branding.
14. Explain the factors influencing Brand Loyalty.
15. Brand offers a number of benefits to customers and firm's elaborate.
16. Discuss the models for evaluation of brand equity.
17. As a marketer how would you build brand equity explain with example.

(3 × 4 = 12 weightage)

Part D

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

18. Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leader, with the launch of its mass brand, Color N Care. While this would be Revlon's first India-specific brand, it would also mark a detour from Revlon's premium positioning. Priced at Rs 120, Color N Care would compete with Garnier, which commands about 75% share of the mass hair colour market, and Godrej. About 60% of the Rs 200-crore hair colour market is dominated by mass brands priced around Rs 100. "It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets," said Umesh K Modi, chairman, president and CEO, Modi Group.

The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like Colour Silk, Top Speed and Colour Stay, priced at Rs 250, Rs 375 and Rs 450 respectively.

With the launch of Color n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors. For Modi Revlon, about 20% of its revenue comes from the hair colour business. It has a 12% market share of the total hair colour market.

Questions :

1. Explain brand strategy of Revlon.
2. Critically analyze firms brand structure . What challenges you foresee for the firm ?

(2 × 3 = 6 weightage)