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Name.................................

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THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2019

(CUCSS)

M.B.A. Marketing

BUS 3EM 04—BRAND MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.
Each question carries 1 weightage.

Write short notes on :

1. Brand extension.

2. Brand equity.

3. Product bundling.

4. Brand Image.

5. Brand loyalty.

6. Brand awareness.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.
Each question carries 3 weightage.

7. Define brand elements ? Discuss how marketors use brand elements to build strong brands.

8. What is brand positioning ? Explain the techniques used by marketors to position their brands.

9. Elaborate the concept of brand audit. Explain its relevance in brand building process.

10. What are the major aspects the marketors should consider during product development.

11. Explain the concept of product life cycle.

12. Discuss the role of branding in marketing.

(4 × 3 = 12 weightage)

Turn over

Part C

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

13. Explain in detail about the the customer based brand equity model, support the same using relevant examples.

14. Brand is built in the minds of people. Elaborate this statement in a service branding context, and justify the same using an Indian brand.

15. Brand revitalization does not always leads to success. Substantiate this argument using relevant examples.

16. What is brand associations ? Elaborate how properly managed associations help the brand to compete in the market.

17. In brand building design play a pivotal role. Do you agree with this statement. Justify the statement using necessary examples.

(3 × 4 = 12 weightage)

Part D

Answer the **compulsory** *question.*
6 weightage.

Case Study

18. Emami'sNavratna 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 clutterbreaking 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.

Questions :

(a) Discuss the brand building strategies used by EmamiNavaratna Brand, and justify the same using David Aaker's Brand Equity Model.

(b) Do you feel that the brand positioning done by the brand was right ? Substantiate your answer.

(1 × 6 = 6 weightage)