



USN

--	--	--	--	--	--	--	--	--	--

14MBAMM410

Fourth Semester MBA Degree Examination, Dec.2017/Jan.2018
Strategic Brand Management

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is a Brand? (03 Marks)
- 2 List the 3C's of positioning. (03 Marks)
- 3 Does country of origin help a brand? Give an example (03 Marks)
- 4 List the comparative methods of measuring brand equity. (03 Marks)
- 5 What is Brand audit? (03 Marks)
- 6 Explain the concept free rider effect. (03 Marks)
- 7 What is a Luxury brand? Give an example. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Differentiate Product and Brand. (07 Marks)
- 2 Explain Brand identity prism. (07 Marks)
- 3 Discuss the dimensions of secondary brand , knowledge / secondary brand associations. (07 Marks)
- 4 Explain Brand equity management systems. (07 Marks)
- 5 Discuss the barriers to globalization. (07 Marks)
- 6 Discuss the First Mover advantages with examples. (07 Marks)
- 7 Enumerate the advantages and disadvantages of Brand extension. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Discuss the strategic brand management process in detail. (10 Marks)
- 2 Explain Customer based brand equity [CBBE] model of brand building. (10 Marks)
- 3 Enumerate the major brand elements with relevant examples. (10 Marks)
- 4 Discuss Brand value chain and its outcomes. (10 Marks)



14MBAMM410

- 5 Explain Brand Reinforcement strategies. (10 Marks)
- 6 Enumerate brand architecture, with its elements. (10 Marks)
- 7 Explain Luxury marketing mix in detail. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

At Coca – Cola our definition is just a bit simpler. Happiness to us is anything that can bring a smile to someone's face. We are in the business of spreading smiles and opening happiness everyday all across the world. We know we might not change the world over night, but if we can add just a few smiles to the world then we have done our job.

Since the dawn of time the human race has sought intensely after the pleasure and lightness that true happiness brings. The quest for true happiness is one that every person will adventure on. Great philosophers, religious leaders, writers and thinkers throughout human history have asked themselves this basic question. Through their wisdom we can learn any may be take just one more step on our own happiness journey.

Like Coca – Cola, these great men and women each asked themselves the same core question – what is happiness? While each of their own definitions differ, each touches on a similar cord that we must all come to realize. The quest for true happiness is not really a quest at all, but a decision and a choice. So don't wait another moment. Open an ice cold coca – cola and choose happiness!

Questions :

1. How does Coca – cola as a brand connect itself with happiness? (05 Marks)
2. Does the Open Happiness tagline pay off to Coca – Cola? (05 Marks)
3. Is the Open happiness theme relevant today - Justify. (05 Marks)
4. Is the Open happiness theme clearly communicated to customers? (05 Marks)
