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## Fourth Semester MBA Degree Examination, June/July 2019 Strategic Brand Management

Time: 3 hrs.

Max. Marks: 80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.**

1. a. What is CBBE? (02 Marks)  
b. State the functions of Brand (06 Marks)  
c. Explain the steps in Brand management process. (08 Marks)
2. a. Define: i) Brand equity. (02 Marks)  
b. Explain the positioning and dimensions of Brand identity. (06 Marks)  
c. Explain the CBBE model with a neat diagram. (08 Marks)
3. a. Define Brand Mantra. (02 Marks)  
b. What are the Gentries of slogan and packing? (06 Marks)  
c. What are the criteria for choosing Brand elements? (08 Marks)
4. a. Write a note on URL. (02 Marks)  
b. Explain Brand Revitalization and Reinforcement. (06 Marks)  
c. What are the methods of measuring Brand equity? (08 Marks)
5. a. Write a note on private labels. (02 Marks)  
b. Define brand imitation. Explain the kinds of brand imitation. (06 Marks)  
c. What is Brand extension? State the benefits of Brand extension. (08 Marks)
6. a. Define Brand Transfer. (02 Marks)  
b. What is Luxury marketing mix (06 Marks)  
c. Briefly explain the barriers for Globalization. (08 Marks)
7. a. What do you mean by Luxury Retail? (02 Marks)  
b. Differentiate points of parity with point of difference. (06 Marks)  
c. Explain David Aakers model of Brand equity. (08 Marks)

**8 Compulsory : Case Study**

On march 10, 2016, India based traditional Health and Wellness company Hamdard lab launched its most ambitions 360° degree campaign called "Go Greedy" for its flag-ship brand called Rooh Afza. This campaign was launched as a T.V commercial as well as social media and was also leveraged action point media and outdoor media. It was based on the theme are that youngsters want move from life and was aimed at re-positioning to appear a young target group.

The brand value has been translated into sentiments which have been loosing context in today life style. The new campaign was aimed at bridging the gap between youth and up lifting the image.

**Questions :**

- a. Do you think that 360° degree campaign will yield good results or not? (08 Marks)
- b. Will the re-positioning strategy will be a success or failure? (08 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8 = 50, will be treated as malpractice.