

CBCS SCHEME



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16MBAMM404

Fourth Semester MBA Degree Examination, June/July 2018 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 are the functions of Brand to consumer? (02 Marks)
b. Distinguish between brand and product. (06 Marks)
c. Explain the steps in Brand Management Process. (08 Marks)
- 2 a. Define Brand Mantra. (02 Marks)
b. Explain Positioning and Dimensions of Brand Identity. (06 Marks)
c. With a diagram, explain the CBBE model. (08 Marks)
- 3 a. Define Brand Element and Name 5 elements. (02 Marks)
b. What are the Benefits of slogans and packing? (06 Marks)
c. Write in Brief on Naming Guidelines and its characteristics. (08 Marks)
- 4 a. Define brand value chain. (02 Marks)
b. Explain Brand Revitalization and Reinforcement. (06 Marks)
c. What are the methods of Measuring Brand Equity? (08 Marks)
- 5 a. Define free rider effect. (02 Marks)
b. What is Brand Imitation? Explain the kinds of Imitations. (06 Marks)
c. What is First Mover Advantage? Throw light on benefits for later Entrants. (08 Marks)
- 6 a. Define a global brand. (02 Marks)
b. What is luxury marketing mix? (06 Marks)
c. Explain in brief the Barriers to globalization. (08 Marks)
- 7 a. Define brand Identity Prism. (02 Marks)
b. Distinguish Point of Parity and Point of Difference. (06 Marks)
c. With a neat diagram discuss David Aaker's Brand Equity model. (08 Marks)

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.



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8 Compulsory : Case Study

Paper Boat was started in 2011, by four friends for almost one fifth of the cost of the biggest energy drink Red bull.

This young and vibrant brand has made an emotional connect it has made with consumers in a short span of time. Paper Boat's Marketing strategy moves around nostalgia and simplicity in its story telling campaign. Paper Boat beautifully utilized social media for sharing stories with fan following.

Paper Boat created an enjoyable moment with its unique blend of drinks and memoires. The prince strategy of paper boat products has also helped in gaining the customer for the brand.

The product of paper boat is as like home made product. But there is something different about paper boat is mainly in competition with non – branded products.

Hector Beverage is more retailers friendly and offers retailers 5% more profit margin as compared to its competitors.

To get connected with the lives of people, the brand collected heart touching and thoughtful childhood memories and beautiful joined some other stuff from old childhood memories.

Questions :

- What worked for Paper boat? (04 Marks)
- How Paper boat is building its brand story? (04 Marks)
- Explain the Marketing approach. (04 Marks)
- What was the social Media approach followed? (04 Marks)

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