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**18MBAMM404**

## Fourth Semester MBA Degree Examination, July/August 2021 Strategic Brand Management

Time: 3 hrs.

Max. Marks: 100

**Note: Answer any FIVE full questions.**

1.
  - a. What is Brand? Give one example each of an Indian Brand and International Brand. (03 Marks)
  - b. What are branding challenges and opportunities? (07 Marks)
  - c. Briefly discuss the customer based Brand Equality Pyramid with diagram. (10 Marks)
  
2.
  - a. What is meant by “Brand Equity”? (03 Marks)
  - b. Discuss the steps involved in Brand Management Process. (07 Marks)
  - c. What is meant by Brand Element? Explain the criteria for choosing Brand Element. (10 Marks)
  
3.
  - a. What is Brand Hierarchy? (03 Marks)
  - b. What are the potential problems with linking a celebrity endorser to a Brand? (07 Marks)
  - c. What is Brand Imitation? Explain the different types of Imitation with suitable example. (10 Marks)
  
4.
  - a. Define Brand Mantra with an example. (03 Marks)
  - b. Explain the role of points of parity and points of difference in Brand positioning. (07 Marks)
  - c. Describe the Brand value chain in details with diagram. (10 Marks)
  
5.
  - a. Distinguish between brand recall and recognition. (03 Marks)
  - b. What is Brand Positioning? Explain process of Identifying and establishing Brand positioning. (07 Marks)
  - c. Explain the steps in successful introduction of Brand extension. (10 Marks)
  
6.
  - a. What do you mean by a Branding Tracking studies? (03 Marks)
  - b. Discuss the barriers to Globalization with respect to Brand. (07 Marks)
  - c. Describe the steps in establishing Brand Equity Management system. (10 Marks)
  
7.
  - a. What is Brand audit? (03 Marks)
  - b. Elucidate the Qualitative research techniques used to identify source of Brand Equity. (07 Marks)
  - c. Give the benefits of later entry over Pioneering. (10 Marks)

**CASE STUDY**

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Since 2010, The Indian market has witnessed the launch of International Luxury brands. Louis Vuitton, Christian Dior, Chanel, Jimmy Choo, Swatch Breguet watches etc are International Luxury brands now available in metro cities of India.

In 2011, 2.6 million India households spent an average of \$ 15000 a year on luxury goods. Product such as Jewellery, Clothing digital accessories, time wear and cosmetics are the most preferred luxury purchases. A typical customer is a new generation affluent, CEO's senior professionals entrepreneurs and media professionals. Increasing gross domestic product, IT (Information Technology) revolution, growth in services sector has created the new urban professional who likes to prefer international brands to Indian brands. The prices of most luxury products start at Rs.40,000 – 70,000 going as high as 80lakh.

The luxury brands market is worth more than 7000 crores in India and growing at 40-45 percent. It is expected to touch 10000 crores by 2021.

Analysts feel that the demand for luxury products in India has been hyped. There are various factors which may affect luxury brand demand such as the slowdown in the world economy with accompanied effect on Indian market decreased consumer spending on luxuries. High retail costs of maintaining luxury stores etc.

**Questions:**

- a. What are the reasons for the growth of luxury brand in India? **(05 Marks)**
- b. How is luxury brand management different from other brand management such as FMCG product? **(05 Marks)**
- c. Most luxury brands use brand ambassadors. Comments on the usage of brand ambassadors. **(05 Marks)**
- d. Why do you think Indian companies have not ventured in to luxury market? **(05 Marks)**

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