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**18MBAMM404**

## Fourth Semester MBA Degree Examination, November 2020

### Strategic Brand Management

Time: 3 hrs.

Max. Marks: 100

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

- 1
  - a. Define Brand Management. (03 Marks)
  - b. How do we create brands? (07 Marks)
  - c. What is Strategic Brand Management? Briefly explain the steps in strategic brand management. (10 Marks)
- 2
  - a. What is Brand Mantra? (03 Marks)
  - b. Describe the various brand positioning guidelines. (07 Marks)
  - c. Explain the Kapferer's brand Identity Prism Model. (10 Marks)
- 3
  - a. What are URL's? (03 Marks)
  - b. Explain the criteria for choosing brand elements. (07 Marks)
  - c. Describe the steps involved in Naming Procedure. (10 Marks)
- 4
  - a. What is Brand Value? (03 Marks)
  - b. Discuss the various ways and designing brand tracking studies. (07 Marks)
  - c. Explain the model of brand value chain. (10 Marks)
- 5
  - a. Define Free Rider effect. (03 Marks)
  - b. What is Brand Imitation? Explain the kinds of imitations. (07 Marks)
  - c. Explain the various advantages and disadvantages of First Movers. (10 Marks)
- 6
  - a. What is Global Brand? (03 Marks)
  - b. Discuss the need for going global. (07 Marks)
  - c. Explain the pathways to globalization with respect to brand. (10 Marks)
- 7
  - a. What is Brand Repositioning? (03 Marks)
  - b. Discuss the types of brand extensions. (07 Marks)
  - c. Explain the methods used for measuring Brand Equity. (10 Marks)
- 8
 

Mr. Sai, an Engineer developed a new soap, during the later stages of his P.G. degree, while passing out, he invented in a small venture of manufacturing and selling the soap under a brand and name 'ABC'. Since he is from a middle class family he had a better idea with regard to price of soap, so he kept it lower than the other brands available. His strategy with respect to pricing worked out really well and he became an instant success, then Mr. Sai decided to venture into business like bathing soaps.

**Questions :**

- a. Do you think pricing strategy is good for Mr. Sai to capture market? Give reasons for your answer. (10 Marks)
- b. Suggest a suitable branding strategy for Mr. Sai for upcoming product like bathing soap. (10 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.