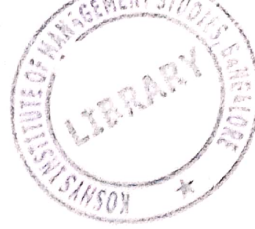


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Fourth Semester M.B.A. Degree Examination, October 2021

(CBCS - 2014-15 Scheme)

Management

Paper 4.3.1 — STRATEGIC BRAND MANAGEMENT

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

Answer any **FIVE** questions, each carries 5 marks :

(5 × 5 = 25)

1. Define Brand leverage.
2. Who are Brand ambassadors and what is their role?
3. What is Brand Audit?
4. Mention two repositioning strategies.
5. Define Brand imitation.
6. Differentiate between brand recall and recognition.
7. Explain the meaning of rebranding.

SECTION - B

Answer any **THREE** questions, each carries 10 marks :

(3 × 10 = 30)

8. "Indiscriminate brand extensions lead to cannibalization of existing brands". Comment.
9. Narrate branding for global products. How do local brands compete with global brands in the digital era?
10. Explain the tactics to build, measure and manage Brand equity.
11. Explain how "First Mover Advantage" will limit the possibility of brand imitation.

Compulsory Question :

12. Case Study :

After successfully revamping one of their leading brands, an automobile manufacturer launched a new hybrid brand of four wheelers called 4WD Crossover. Since the launch was in over ten countries, it should now decide a Branding strategy; especially to compete in an ultra-competitive market.

You have been chosen as the Strategic Brand Manager of the company and expected to prepare a branding strategy through an advertisement.

Questions :

- (a) What would be the issues and challenges in creating a brand and evolving it over time? Would the challenges be the same across all countries or otherwise? Specify.
- (b) What would be the proportion of traditional and digital platforms that you propose? Which digital platforms would you use and why?
- (c) How would you measure the advertisement in terms of Ad recall, brand awareness and search volume?