



**IV Semester M.B.A. Examination, Sept./Oct. 2022
(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. Describe the strategic brand management process.
2. State and explain any five benefits which consumers derive by using brands.
3. Briefly describe brand image and personal selling.
4. If you are brand manager of Nokia Mobile phone, what are the strategies adopted by you for brand repositioning ?
5. What is relationship marketing in the context of branding ?
6. Briefly describe the stages in product life cycle.
7. State any six marketing communication options available for branding.

SECTION – B

Answer **any three** questions, **each** carries **10** marks : **(10×3=30)**

8. Critically examine the branding for global markets in detail. Explain the different branding strategies to be followed when a product is marketed globally.
9. What is brand mantra ? How much you design and implement an effective brand mantra ?
10. Define the brand. What are branding challenges and opportunities in the present scenario ?
11. "Brand Positioning is the key of success in present competitive environment". Elucidate.

P.T.O.



SECTION – C

Compulsory question :

(15×1=15)

12. Case study.

Emotional Branding

Nike brand strategy is to build a powerful brand – so powerful that it inspires fervent customer loyalty from people literally all over the World. This is because Nike advertising uses the emotional branding technique of archetypes in its advertising – more specifically, the story of the Hero.

Its an age old tale, a tale of a hero pitted against a great foe and after a great struggle, emerging triumphant. In a way, you could say that Nikes marketing strategy is thousand year old and has been inspiring customer loyalty for the entire time.

Nike advertising isn't the only group that uses the Hero archetype to inspire customer loyalty. Many other companies use this emotional branding technique to great effect. In most cases, the foe is external. The most common story of the hero is that of a man of humble origins setting out to defeat a great evil – one far more powerful than he – and against all odds, emerging triumphant. This same pattern could apply to say, a home security system against a house fire, or an antacid against heartburn. As long as there is a clearly identified enemy and a clearly identified hero, the emotional branding can begin.

Nike advertising takes the common hero story and turns it on its head. Instead of inspiring customer loyalty by singling out an external enemy, it pulls out the stops and focuses on an internal foe – our laziness. Nike advertising knows just how often we battle with our lazy side. Every morning when that alarm goes off and its still totally dark outside, the battle begins. When we choose how long to run, the battle continues. This is how Nike marketing uses emotional marketing to inspire customer loyalty. They know that while some people may identify with an external foe, all people identify with an internal one.

Nike brand strategy is excellent on this because not only this internal foe someone we can all hate, the hero is the viewer ! In one way or another, we are all hero of our story and Nike marketing has long since identified that feeling – and used it to inspire timeless customer loyalty.

Questions :

- a) Why would emotional branding work for Nike ?
- b) How would it influence customer loyalty ?

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