Q.P. Code : 61345

Fourth Semester M.B.A. (Day) Degree Examination,

September/October 2020

(CBCS – 2014-15 onwards)

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Management

Paper 4.3.1 – STRATEGIC BRAND MANAGEMENT

Time : 3 Hours] *[Max. Marks : 70*

Answer any **FIVE** questions from the following each carries **5** marks : **(5 × 5 = 25)**

1. Explain the Four Sequence Steps of Branding.
2. Explain the segmentation bases for consumer product.
3. Explain any three negatively co-related attributes and benefits of branding.
4. Explain value pricing with example.
5. Explain with example online brand promotion strategy.
6. What are celebrity endorsements? Why it is a popular strategy in India?
7. Explain different marketing communication options for building the brands and their advantages and disadvantages.

Answer any **THREE** questions from the following each carries **10** marks :

(3 × 10 = 30)

8. Explain the positioning guidelines for brand building.
9. How can social media be used in building a brand? Explain with an example.
10. Can every brand achieve Resonance with its customers? Why and why not?
11. Explain Kepler brand identity prism model and brand audit.

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12. Compulsory Question :

(1 × 15 = 15)

A desi brand was introduced into Indian market "Patanjali" Patanjali Ayurved Ltd. Co. Established in the year 2006 with a product category as below :

(a) Food

(b) Beverages

(c) Cleaning agents

(d) Personal care products

(e) Ayurvedic medicine

(f) Fashion.

The manufacturing industries are located at Haridwar and Uttarkhand and registered office at Delhi with Distribution and Retailing Pan India. The company grew as a gaint with in a span of 14 years with predicted revenue to be Rs.20,000.00 crore annually by 2024 and shall be listed in top ten trusted companies of India.

Questions :

(i) What made Patanjali become the Indian FMCG King?

(ii) What strategies made Patanjali a strong successful brand? Discuss.
