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NEW SCHEME

Fourth Semester MBA Degree Examination, July 2007
Business Administration
Strategic Brand Management

Time: 3 hrs.]

[Max. Marks:100

Note : Answer any FIVE full questions including Q-No. 8 which is compulsory.

- 1
 - a. Define a brand. (03 Marks)
 - b. Discuss briefly the three components and key drivers of customer equity. (07 Marks)
 - c. "There are a number of potential problems with linking a celebrity endorser to brand"
Discuss such problems. (10 Marks)
- 2
 - a. State three main factors on which building of brand equity depends. (03 Marks)
 - b. Discuss briefly the consequences of brand awareness. (07 Marks)
 - c. Explain customer based brand equity pyramid with a diagram. (10 Marks)
- 3
 - a. Define brand mantra. (03 Marks)
 - b. Discuss briefly the guidelines for brand hierarchy decisions. (10 Marks)
 - c. Discuss briefly how brand extensions can be advantageous in facilitating new product acceptance. (10 Marks)
- 4
 - a. What is meant by brand salience? (03 Marks)
 - b. Discuss briefly Kap ferer's branding system. (07 Marks)
 - c. Discuss different criteria in choosing brand elements. (10 Marks)
- 5
 - a. What is meant by co branding? Give one example. (03 Marks)
 - b. Discuss big five factors of brand personality. (07 Marks)
 - c. Discuss briefly the brand value chain, with a diagram. (10 Marks)
- 6
 - a. What is meant by a brand hierarchy? (03 Marks)
 - b. What is meant by first mover advantage? Discuss briefly such advantages. (07 Marks)
 - c. "Many types of associations may exist at corporate level". Discuss such important corporate image associations. (10 Marks)
- 7
 - a. What is meant by "line extension" and "category extension"? (03 Marks)
 - b. "The birth of a brand succeeds drafting of brands programme". What are the salient points of such a programme? (07 Marks)
 - c. "Several factors are to be assessed to determine brand strength". Discuss such factors. (10 Marks)

Contd.... 2

8 Case study (Compulsory)

It is amazing that not only the urbans are conscious about brands, but also the rurals. The only reason behind the changed pattern of their consumption due to which giants like Hindustan Lever and Nirma are fighting tooth and nail is an upward trend in the brand consciousness and disposable incomes.

It has been recently found that HLL has edged past both Nirma and Colgate Palmolive in brand awareness and penetration in rural areas with the following statistics in penetration

HLL	88%
NIRMA	56%
COLGATE PALMOLIVE	33%

The consumption pattern of the rural households has the following statistics which prove the drastic change :

Toiletries	20%
Washing powders	13%
Cosmetics	10%
Over the counter products	4%
Other consumables	9%

Such consumption patterns were earlier found in the urban households only due to which more marketing was witnessed there. The upward trend has caused the companies to land also in the rural areas, although the patterns may not be very similar in the urban and rural areas.

It is clear that there is a high possibility of the local brands being taken over by the leading ones especially in the personal care products in the rural areas.

Questions

- In the long-run, do you think that brand consciousness will come to the same level in urban as well as rural areas? (05 Marks)
- Suggest the ways through which Nirma can excel HLL? (05 Marks)
- Do you think that brand consciousness has an influence on consumption pattern? Explain. (05 Marks)
- What are the possible reasons for such a difference in brand awareness, between urban and rural market? (05 Marks)
