CMR INSTITUTE OF TECHNOLOGY

USN

Internal Assessment Test - II

Sub:	Strategic Brand Management							Code:	22MBAMM403
Date:	09.10.2025	Duration:	90 mins.	Max Marks:	50	Sem:	2	Branch:	MBA
SET-III Solutions									

		Marks	OBE CO	OBE RBT
	Part A - Answer Any Two Full Questions (2* 20 = 40 marks)			
1 (a)	**List any two advantages of being a first mover in branding.** Brand Recognition: First movers gain early visibility, creating strong brand recall and customer loyalty. Market Leadership: They can set industry standards and establish a dominant market position before competitors enter.	[03]	CO3	L1
(b)	**Compare and contrast first-mover advantage with free-rider effects.** First-mover advantage arises when a brand enters the market early, gaining customer loyalty, brand recognition, and control over key resources. In contrast, free-rider effects occur when late entrants benefit from the first mover's efforts without incurring initial costs. First movers invest heavily in market education and innovation, while free riders save time and resources. However, first movers face higher risks of product failure and rapid imitation. Free riders can improve existing products and compete effectively using refined strategies.	[07]	CO3	L4
(c)	**Design a long-term branding strategy for a firm facing imitation threats.** • A firm facing imitation threats should build a strong brand identity rooted in unique values and emotional appeal. • It must continuously innovate in product features, design, and customer experience to stay ahead of imitators. • Developing brand loyalty programs and personalized engagement helps retain existing customers. • Legal protection through trademarks and patents safeguards distinctive brand elements. • Consistent brand communication and storytelling reinforce authenticity and trust. • Investing in R&D and digital analytics ensures early detection of market imitation patterns. • Finally, strategic collaborations and community building enhance brand resilience and differentiation.	[10]	CO3	L6

2 (a)	**Give an example of a geographic extension strategy.** Café Coffee Day expanding from Indian metros to smaller towns is an example of a geographic extension strategy. It allows the brand to reach new customer segments while leveraging its existing brand reputation.	[03]	CO4	L1
(b)	**Analyze the role of consumers in making brands go global.** • Consumers play a crucial role in driving brands to go global by creating demand beyond domestic markets. • Their preferences and cultural adoption influence how brands adapt products internationally. Positive word-of-mouth and social media advocacy accelerate global visibility. Consumer feedback helps brands tailor offerings to local tastes while retaining core identity. • Ultimately, global expansion succeeds when brands align with consumers' evolving aspirations worldwide.	[07]	CO4	L4
(c)	**Design a roadmap for transforming a local brand into a successful global brand.** • Begin by strengthening the local brand identity through consistent quality and strong customer trust. • Conduct global market research to identify demand patterns, cultural nuances, and competitive landscapes. • Develop a scalable brand strategy that adapts to local preferences while maintaining a unified global image. • Invest in digital marketing and global distribution channels for wider visibility and access. • Form strategic alliances or partnerships to ease market entry and localization. • Implement continuous innovation to stay relevant across diverse markets. Finally, measure brand performance globally and refine strategies for sustained growth and global resonance.	[10]	CO4	L6
3 (a)	**List the characteristics of luxury products.** Luxury products are characterized by superior quality, exclusivity, and craftsmanship. They offer symbolic value and prestige, often reflecting social status and personal taste. Such products emphasize emotional appeal, heritage, and limited availability over functional utility.	[03]	CO3	L1
(b)	**Compare emerging markets with developed markets for luxury branding.** In emerging markets, luxury branding focuses on aspirational consumers seeking social status and modern lifestyle symbols. In developed markets, consumers value heritage, authenticity, and brand experience over mere status. Emerging markets show rapid growth and new wealth, while developed ones exhibit brand maturity and loyalty.Luxury brands in emerging regions emphasize accessibility and visibility, whereas in developed ones, exclusivity and personalization dominate. Overall, strategies differ by consumer motivation—status-driven in emerging markets and experience-driven in developed markets.	[07]	CO4	L5
(c)	**Develop a global branding strategy for a premium fashion company entering India.** Begin by conducting in-depth market research to understand Indian consumer preferences, cultural nuances, and fashion trends. Position the brand as premium yet culturally adaptive, blending global aesthetics with local influences. Use celebrity endorsements and influencer collaborations to build aspiration and trust. Establish exclusive retail stores and strong e-commerce presence for accessibility and brand control.	[10]	CO4	L6

	Implement localized marketing campaigns highlighting craftsmanship, sustainability, and heritage. Offer limited editions and personalized experiences to maintain exclusivity. Continuously monitor consumer feedback and adapt strategies to sustain long-term brand loyalty in the Indian market.		
4.Q.	**Case Study – Compulsory Question** Who don't know about Hermes Birkin bags, its become so much popular when created in 1984 by Chanteuse Jane Birkin. The reason on making this bag for more pampering the woman in meeting their need for design hand bags; Hermes Birkin so favored by several international artists, this is why most woman in the world want to have this bag. Hermes Birkin bag is so popular that the other producers did not hesitate to imitate the replica handbags so exact to the original, if we only glimpse, we will assume the bag that is original. Sophisticated imitators sometimes make us fooled. If a product is already a trend center will not be denied that many copycats imitate these products. As for the tips you can do to avoid it is to create characteristic that cannot be imitated by such as copy cats with use of hologram logo, unique materials and distinctive product and also by creating packaging that shows the original item. **a. What do you think, would be reason for brand imitation? [5 Marks]** Brand imitation occurs because luxury products like Hermès Birkin carry high prestige and social status. Imitators exploit strong consumer demand and limited availability to earn profits. High prices of originals encourage buyers to seek cheaper replicas. Copying famous brands helps counterfeiters quickly attract attention and sales. Overall, imitation thrives on brand popularity, exclusivity, and consumer aspiration. b. **What can be done to solve this problem? [5 Marks]** Brands can use advanced authentication features like holograms, QR codes, or microchips. They should educate consumers on identifying genuine products. Implementing strict legal actions and global anti-counterfeit policies is crucial. Using unique materials and signature craftsmanship makes replication harder. Finally, strong brand communication about authenticity reinforces trust and loyalty.	CO4 CO4	L4 L4