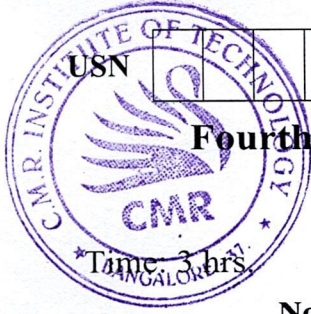


CBCS SCHEME



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22MBAMM403

Fourth Semester MBA Degree Examination, June/July 2025 Strategic Brand Management

Max. Marks: 100

- Note:** 1. Answer any *FOUR* full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. *M* : Marks, *L*: Bloom's level, *C*: Course outcomes.

			M	L	C
Q.1	a.	Define Brand.	03	L1	CO1
	b.	Differentiate between product Vs Brand.	07	L2	CO1
	c.	Briefly discuss the customer based brand equity pyramid with diagram.	10	L3	CO1
Q.2	a.	What is meant by Brand Equity?	03	L1	CO1
	b.	Discuss the steps involved in Brand Management Process.	07	L3	CO1
	c.	What is meant by Brand elements? Explain the criteria for choosing Brand elements.	10	L2	CO1
Q.3	a.	What are Jingles?	03	L1	CO2
	b.	Briefly discuss the components of David Aker's Brand equity Model.	07	L3	CO2
	c.	What is Brand Positioning? Explain the process of Identifying and establishing Brand positioning?	10	L2	CO2
Q.4	a.	Define Brand Knowledge.	03	L1	CO2
	b.	Outline the factors affecting Brand imitation.	07	L3	CO2
	c.	Explain Brand Hierarchy.	10	L2	CO2
Q.5	a.	What is First Mover Advantage.	03	L1	CO3
	b.	Discuss the barriers to globalization with respect to brand.	07	L3	CO3
	c.	Describe the steps in establishing Brand Equity Management System.	10	L3	CO3
Q.6	a.	Define Brand Mantra with an example.	03	L1	CO3
	b.	Explain the role of point of parity and point of difference in Brand positioning.	07	L2	CO3
	c.	Explain how to leverage secondary brand associations to build brand equity.	10	L3	CO3
Q.7	a.	What do you mean by global brand?	03	L1	CO4
	b.	Explain the basic psychological phenomena associated with luxury purchase of brands.	07	L2	CO4
	c.	Discuss on the International Luxury Markets.	10	L3	CO4

Q.8

CASE STUDY : [Compulsory]

Titan has embarked upon a multi – pronged strategy to regain lost ground and revive brand image. This includes a launch of 300 new designs (against 100 – 150 normally) later this year, revamping of 136 exclusive retail outlets across India. A 10% rise in ad spend from a stagnant Rs. 26 crore in the past couple of years and fine – tuning of the distribution strategy.

The big boy of the Indian watch Industry in the past is working hard to ensure top of the mind customer recall. For a couple of years now, foreign brands like Espirit and swatch have been taking away the fashion conscious customer away from Titan (in the over of Rs. 2000 category).

At the bottom – end (sub – Rs. 500), its sonata range is seeing cheap Chinese imports, the grey market and local assembled pieces gobble up the pie. Somewhere in the middle, Timex is swaying the young, sporty types away from its fastrak.

The comment of COO is that the “ image of being premium brand that has got dulled now and the Titan image has got diffused”. The Rs. 700 crore company has decided to stick to Sonata (value for money, low priced, aimed at first-time user and semi – urban / rural customer), Titan (with up market Raga, Regalia and Nebula being part of it). Fastrak (trends, sports watches for the young adult) and Dash (for children) as its your key brands. A management consultancy has been hired to give inputs:

a.	If your are a consultant, how do you research the image?	05	L4	CO1
b.	What sort of Image should the brand have?	05	L4	CO1
c.	How will you give the brand image a face lift?	05	L4	CO1
d.	Give an outline to maintaining brand identity?	05	L4	CO1