PG-617

IV Semester M.B.A. (DAY) (CBCS) Examination, July - 2019

MANAGEMENT

4.3.1 : Strategic Brand Management

12160

Time : 3 Hours

Max. Marks : 70

SECTION - A

Answer **any five** questions. Each question carries **five** marks.   **5x5=25**

1. What are the components of market attractiveness ?

2. Differentiate Brands vs. Products.

3. What are the different types of Brands ?

4. What is brand leveraging ?

5. Give five examples of celebrity endorsement.

6. What is the significance of brand audit ?

7. How does social media help in building brands ?

SECTION - B

Answer **any three** questions. Each question carries **ten** marks.   **3x10=30**

8. Explain the stages of product life cycle and respective strategies for each stage.

9. Discuss the significance of branding to consumers and firms.

10. Examine the relevance of Aaker Brand equity model in today's business context.

11. Distinguish between over, under and repositioning of branding strategies with examples.

P.T.O.

SECTION - C

12. Compulsory question.   **1x15=15**

When BMW first made a strong competitive push into the US market in the early 1980s, it positioned the brand as being the only automobile that, offered both luxury and performance. At that time, US luxury cars like cadillac were seen by many as lacking performance, and US performance cars like the chevy corvette were seen as lacking luxury. By relying on the design of its cars, its German heritage, and other aspects of a well-designed marketing program, BMW was able to simultaneously achieve (i) a point-of-difference on performance and point-of-parity on luxury with respect to luxury cars and (ii) a point-of-difference on luxury and a point-of-parity on performance with respect to performance cars. The clever slogan "The Ultimate Driving Machine", effectively captured the newly created umbrelle category - luxury performance cars.

Questions :

(a) Discuss the brand position used by BMW.

(b) Whether BMW's "Ultimate Driving Machine", slogan captured the proposed brand and its features ?

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