



PG – 602

IV Semester M.B.A. Degree Examination, July 2018  
(CBCS Scheme)  
Management

4.3.1 : STRATEGIC BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five of the following questions. Each question carries 5 marks. (5×5=25)

1. What role does consumer analysis play in designing a Product Strategy ?
2. What is meant by Brand Positioning ? Discuss its importance in terms of success of any brand.
3. Explain the Kapferer Brand Identity Prism Model for understanding core value of a Brand.
4. Discuss the different types of Brand Extensions.
5. Explain the various types of Brand Loyalty Programmes.
6. Explain with example Online Brand Promotion Strategy.
7. Discuss the process of Brand Audit and Valuation.

SECTION – B

Answer any three of the following questions. Each question carries 10 marks.

(3×10=30)

8. What are the limitations of BCG matrix that should be borne in mind while using this analysis for strategic product Portfolio ? Explain by taking suitable example for your choice.
9. Explain the steps involved in Strategic Brand Management process.
10. Explain the various methods for calculating Brand Equity.
11. Write short notes on :
  - 1) Integrated Marketing Communication.
  - 2) Customer Based Brand Equity.

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**SECTION – C (Compulsory)**

12. Analyse the case and answer the questions given below :

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Emami's Navratna brand of cooling oil was launched in 1991. The company took the old "cooling oil" product concept and gave it a modern day benefit for being "Stress Buster". There were no organized players in this segment and Navratna oil was first to brand and mass market a cooling oil and to create an unmatched presence. The mid-1990s saw actors Govinda and Rambha endorse the brand through "Thanda-Thanda, Cool-Cool" commercials, which got fairly high media inputs. However, in 2004, Emami executives decided to lend stature and salience to the brand and roped in superstar Amitabh Bachchan in the hope that he would break geographical barriers for them and appeal to the masses. Thus, followed a commercial that had Bachchan talking into the camera about how the "cool" oil helped him counter stress and headaches in his days of struggle. The company has continued to use celebrities to build the cooling oil franchise and has met with tremendous success. Apart from clutter breaking communication on the ground with apt use of celebrities, the company has been engaged in a lot of breakthrough marketing initiatives on brand Navratna. One such initiative was the introduction of Navratna Oil in sachets, which has not only been a trial and volume generator but also a growth engine for the brand. What was a neglected product category was pulled out of the woodworks and given a modern stature and size through Emami's marketing efforts. Not only has the brand Navratna become the undisputed leader of the cooling oil market in North India, but the brand has also managed to break into a non traditional market such as Andhra Pradesh through its high power advertising. The brand Navratna almost helped revitalized and created Rs. 550 crore cooling oil market. Quite rightfully the brand dominates this category, which was left for dead just 15 years ago.

**Question :**

- 1) Analyse the brand building efforts of Emami for Navratna brand of cooling oil and suggest other innovative methods for building cooling oil brands in Indian market.