

**DEPARTMENT OF MANAGEMENT STUDIES**

**QUESTION BANK**

**III SEMESTER**

**BA5001–BRAND MANAGEMENT**

**Regulation – 2017**

**Academic Year 2019 - 2020**

*Prepared by*

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## DEPARTMENT OF MANAGEMENT STUDIES

### QUESTION BANK

**SUBJECT : BA5001–BRAND MANAGEMENT**

**SEM / YEAR : III Semester / II Year**

#### UNIT – I – INTRODUCTION

**SYLLABUS:** Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand -Significance of Brands – Different Types of Brands – Co branding – Store brands.

#### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define Brand.	Level 1	Remembering
2	Distinguish between global brands and national brands.	Level 2	Understanding
3	Identify how branding of goods/services helps marketers to connect with customers?	Level 3	Applying
4	Classify the brand elements.	Level 4	Analysing
5	Discuss the concept of Co-branding and branding.	Level 5	Evaluating
6	Interpret the characteristics of successful brands.	Level 6	Creating
7	Define iconic brand?	Level 1	Remembering
8	Compare brand-product matrix and brand hierarchy.	Level 2	Understanding
9	How would you show your understanding of Nilgiris stores stock their own brand of tea and those from Brooke Bond? What are the branding implications of this strategy?	Level 3	Applying
10	What conclusion can you draw from brand failure?	Level 4	Analysing
11	How brand identity is understood?	Level 5	Evaluating
12	Interpret the importance of branding to the customer.	Level 6	Creating
13	Define private labels.	Level 1	Remembering
14	Compare Brand and Product.	Level 2	Understanding
15	How would you show your understanding of the term commodity?	Level 3	Applying
16	Classify the types of brands.	Level 4	Analysing
17	Define e-brand.	Level 1	Remembering
18	Classify the levels of brand.	Level 2	Understanding
19	Define a logo.	Level 1	Remembering
20	What are the functions of a brand?	Level 1	Remembering

<b>PART- B</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	(i)How would you describe the various functions of a brand? (7 marks)	Level 1	Remembering
	(ii) List the levels of brand in detail. (6 marks)		
2	How would you summarize the concept of store brands?	Level 2	Understanding
3	(i)How would you show your understanding of co-branding strategies? (7 marks)	Level 3	Applying
	(ii)Identify the factors to be considered in co-branding? (6 marks)		
4	Analyze the different types of brands with examples?	Level 4	Analysing
5	(i)Categorize different branding strategies. (7 marks)	Level 5	Evaluating
	(ii) Discuss the advantages of store brands. (6 marks)		
6	Evaluate branding strategy/brand architecture is generally classified as house of brands of a brand house. Discuss these using suitable examples.	Level 6	Creating
7	Define branding. Why branding is significant in current marketing scenario?	Level 1	Remembering
8	(i)How would you summarize the concept system view of brands? (7 marks)	Level 2	Understanding
	(ii)What are the challenges and Opportunities imbibed in branding? (6 marks)		
9	Identify the advantages of branding a product.	Level 3	Applying
10	(i)Analyze this statement "People have more faith in brands rather than products." (7 marks)	Level 4	Analysing
	(ii)What conclusion can you draw from the role of branding? (6 marks)		
11	How would you describe the branding concepts in detail?	Level 1	Remembering
12	(i)How would you summarize the significance of brands? (7 marks)	Level 2	Understanding
	(ii)What are the limitations of brand? (6 marks)		

	<a href="http://www.FirstRanker.com">www.FirstRanker.com</a>	<a href="http://www.FirstRanker.com">www.FirstRanker.com</a>
13	Analyze the essential criteria of successful brands?	Level 4 Analysing
14	(i)List the importance of branding. (7 marks) (ii)How would you describe the process of branding? (6 marks)	Level 1 Remembering

PART - C	
S.NO	QUESTIONS
1	<p>The case provides a detailed description of how Kerala, a small state situated in south India built a global reputation as a 'brand' over the years, as a tourist destination. The state's humble beginnings and its gradual attainment of the position of the world's top 10 paradises is explored in this case. The different marketing initiatives and media mix used by the state for tourism promotion have been examined. The case also touches on the difference between the attempt to brand India as a tourist destination and Kerala's initiatives to brand itself and attract tourists.</p> <p><b>Questions:</b> Understand the importance of branding a place to successfully promote it as a tourist destination.</p>
2	Discuss the statement “Private label producer can offer lower prices than retailers.”
3	As a brand manager what is your strategy towards branding of Sports, Arts and Entertainment?
4	<p>Consumer preferences and Co-branding brings us to the issue of how relevant component branding is to consumer choice and preference. For a customer to make his purchase decision based on the branded component, the latter should be an important part of the final product as in the case of microprocessors or even car tyres. This is when the seller can get away with charging price premiums, but at times the branded component is so important that the consumer is willing to consider other final products with the same branded components. This is a case of asymmetry in gains and losses when the component becomes more important than the product. Another danger is that of bundling two brands of which the customer likes and prefers one brand but has negative feelings over the other. As a result, the equity could get eroded significantly. The question is, can a strong brand help to tide over the negative attitude, and may result in a change of attitude over the other. Hence, the following questions are becoming very critical to decide the issue</p> <p>a. When does a consumer actually prefer branded components? (5 marks)</p> <p>b. What are the optimal pricing methods (including premium)? (5 marks)</p> <p>c. Post-alliance attitude towards both the brands? (5 marks)</p>

## UNIT – II - BRAND STRATEGIES

**SYLLABUS:** Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define brand vision.	Level 1	Remembering
2	Compare brand image and brand identity.	Level 2	Understanding
3	Identify the importance of the values associated with a brand.	Level 3	Applying
4	Classify the criteria for choosing brand elements.	Level 4	Analysing
5	How do you build a strong brand?	Level 5	Evaluating
6	Interpret the main criteria when selecting elements for a brand?	Level 6	Creating
7	Define brand management.	Level 1	Remembering
8	Outline the two competitive brands and list their POPs and PODs.	Level 2	Understanding
9	How would you show your understanding of Global Branding?	Level 3	Applying
10	Define target marketing.	Level 4	Analysing
11	Define core brand values and brand value.	Level 5	Evaluating
12	Explain branding for global markets.	Level 6	Creating
13	What example can you state for strong Indian Brands?	Level 1	Remembering
14	Classify the types of brand names.	Level 2	Understanding
15	List the stages in strategic brand management process.	Level 3	Applying
16	Interpret the importance of brand positioning.	Level 4	Analysing
17	Define brand differentiation.	Level 1	Remembering
18	Compare brand positioning and product positioning.	Level 2	Understanding
19	Explain the ways in competing with foreign brands.	Level 1	Remembering

20	What is brand mantra / brand essence? Give an example.	www.FirstRanker.com Level 1	www.FirstRanker.com Remembering
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PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	(i) Explain the steps involved in brand image building. (7 marks)	Level 1	Remembering
	(ii) List the pros and cons of the different methods of brand building exercises carried out by the Indian Marketers. (6 marks)		
2	With examples explain the strategies adopted by the marketers of Indian Brands when competing with foreign brands.	Level 2	Understanding
3	(i) How would you show your understanding on the strategic Brand Management process? (7 marks)	Level 3	Applying
	(ii) Identify the Competitive Positioning, POPs and PODs. (6 marks)		
4	Categorize the best ways to compete with foreign brands? Discuss.	Level 4	Analysing
5	(i) Discuss the advantages and disadvantages of a global marketing programme? (8 marks)	Level 5	Evaluating
	(ii) How global marketing programme is similar or different for a particular brand. Give an example. (5 marks)		
6	Interpret how brand names have become generic terms with illustration.	Level 6	Creating
7	Explain the different branding strategies to be followed when a product is marketed globally. Critically examine the branding for global markets in detail?	Level 1	Remembering
8	(i) Outline the concept of Re-Positioning. (7 marks)	Level 2	Understanding
	(ii) What are the characteristics of strong brands? (6 marks)		
9	How would you show your understanding of brand positioning? What follies must marketers avoid while positioning their brand?	Level 3	Applying
10	(i) Categorize how a local brand can compete with foreign brands? (7 marks)	Level 4	Analysing

	(ii)Analyze the statement “Positioning requires a thorough understanding of three Cs as Customers, Competition, and Channel.” (6 marks)	www.FirstRanker.com	www.FirstRanker.com
11	How would you evaluate the various methods of brand valuation in the Indian Context? Explain the factors in building brand value.	Level 1	Remembering
12	Outline the process of building a strong brand. What is strong brand?	Level 2	Understanding
13	Analyze the statement “Brand positioning is important part in branding.”	Level 4	Analysing
14	(i)What are the barriers to globalization of brands? (7 marks)	Level 1	Remembering
	(ii)List the factors favoring global branding. (6 marks)		

### PART - C

S.NO	QUESTIONS
1	<p>The case discusses brand management practices at the world-renowned Singapore Airlines (SIA). While building the brand, SIA focused on innovation, best technology, and offering genuine quality and excellent customer service. SIA had been known through its brand icon the ‘Singapore Girl’ since 1972. Over the years, this icon had become synonymous with the airlines and was highlighted in every promotional activity. The Singapore Girl was portrayed as being gentle, warm, and caring. Singapore Airlines concentrated on offering personalized customer services. It was honored with many prestigious awards for its exceptional customer services. Even during the economic crisis post 2008, SIA preferred to launch a low-cost airline – Scoot — rather than dilute its established customer services.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Examine the various initiatives taken by Singapore Airlines to revamp the brand. (7 marks)</li> <li>2. Understand the role of social media in facilitating two-way communication. List out pros and cons of late entry of Singapore Airlines into social media. (8 marks)</li> </ol>
2	<p>The case examines the marketing strategies adopted by Mahindra &amp; Mahindra (M&amp;M), leading Indian automobile manufacturer, for its newly launched sports utility vehicle 'Scorpio' in the early 21st century. It traces M&amp;M's evolution from being just another Mahindra Group company into a major Indian conglomerate. The reasons for the decision to develop the Scorpio are explained and details on the efforts that went into the creation of the vehicle are provided.</p>

	<p>Thereafter, the case discusses the marketing strategies (positioning, advertising, pricing and promotion) adopted by M&amp;M for Scorpio. The case not only examines M&amp;M's strategies for popularizing Scorpio, it also explores the increasing competition in the Indian SUV market.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>Understand how changing market dynamics can force an industry leader to restructure its strategies (in terms of modifying the product mix and entering new segments)</li> </ol>
3	<p>The case “Pearl River Piano – Tuning into the Global Market,” describes the growth of China-based Guangzhou Pearl River Piano Group Ltd. (PRGP) from a small Chinese piano manufacturer to the world’s largest manufacturer of pianos. The case starts out by mentioning the company’s gradual development as a result of the booming Chinese economy. Then it provides details about the initiatives undertaken by its illustrious CEO, Tong Zhi Cheng, to improve the quality of the pianos and make them appealing to a global market.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>Identify the various methods of making a market entry into a mature market. (5 marks)</li> <li>Explain the importance of quality and price in providing unique competitive advantages. (5 marks)</li> <li>Describe the means of increasing brand image. (5 marks)</li> </ol>
4	<p>The case “The Unique Brand Elements of Hotel Saravana Bhavan – An International Restaurant Chain” talks about the journey of HSB from a small restaurant to a global restaurant chain. The case starts out by providing in detail the background of HSB’s founder Rajagopal and his various entrepreneurial efforts. Information regarding the gradual growth of HSB, along with the company’s forays into other areas of the restaurant industry is also provided. The various aspects of HSB that paved the way for its eventual success such as the emphasis on the usage of quality ingredients, the extreme care taken to provide a standard, high level taste for its food, and the stress on cleanliness is described in detail. The case also mentions the various benefits provided by HSB to its employees to motivate them to provide the impeccable service, which was a hallmark of the restaurant chain.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>Explain the importance of aspects such as food quality and taste in the restaurant industry. (5 marks) Describe how provision of excellent benefits to employees lead to superior customer service.(5 marks)</li> <li>How reputation management is important in the restaurant industry.(5 marks)</li> </ol>



### UNIT – III - BRAND COMMUNICATIONS

**SYLLABUS:** Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

#### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define brand image.	Level 1	Remembering
2	Differentiate B2B brand promotion from B2C brand promotion.	Level 2	Understanding
3	Identify the role of celebrities in brand building.	Level 3	Applying
4	Categorize brand endorsement.	Level 4	Analysing
5	Discuss the concept of brand ambassador.	Level 5	Evaluating
6	Interpret the importance of branding to the firm.	Level 6	Creating
7	What is brand communication?	Level 1	Remembering
8	Compare brand image and brand identity.	Level 2	Understanding
9	How would you make use of different types of brand image?	Level 3	Applying
10	What are the three dimensions of brand image?	Level 4	Analysing
11	How segmentation helps to build brand loyalty?	Level 5	Evaluating
12	Justify the roles of brand ambassador.	Level 6	Creating
13	Define online brand promotion.	Level 1	Remembering
14	Distinguish between brand ambassador and celebrity endorsement.	Level 2	Understanding
15	How would you show your understanding on the concept of brand promotion?	Level 3	Applying
16	Conclude your understanding on the influences of celebrity endorsements on consumer?	Level 4	Analysing
17	Classify the various brand promotion methods?	Level 1	Remembering
18	Illustrate with example the options a brand manager has to promote his brand online.	Level 2	Understanding
19	What is celebrity endorsement & loyalty programmes?	Level 1	Remembering
20	Define brand loyalty.	Level 1	Remembering

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	(i)How would you describe the role of brand ambassadors in promoting consumer durables? (7 marks)	Level 1	Remembering
	(ii) What are the disadvantages of a celebrity endorsement? (6 marks)		
2	'Online brand promotions have become very challenging' – comment.	Level 2	Understanding
3	How would you show your understanding on various customer loyalty programmes.	Level 3	Applying
4	(i)What are the types of brand image? (5 marks)	Level 4	Analysing
	(ii)Analyze the process of building brand image. (8 marks)		
5	(i)Brand ambassadors are generally useful for only certain brands. Do you agree? Explain. (7 marks)	Level 5	Evaluating
	(ii)Discuss the pros and cons of using a brand ambassador? (6 marks)		
6	Evaluate “Brands are basically build by advertising” is a misconception.	Level 6	Creating
7	(i)List the steps involved in online brand promotions. (7 marks)	Level 1	Remembering
	(ii) How would you describe the role of online brand promotion? (6 marks)		
8	Classify the various methods for brand promotion.	Level 2	Understanding
9	(i)How would you use the different criteria for brand promotion programmes? (7 marks)	Level 3	Applying
	(ii) Identify the importance of brand promotion to houses, consumers and the society. (6 marks)		
10	(i)What are the criteria for a good Brand Ambassador? (7 marks)	Level 4	Analysing
	(ii)When does a Brand need a celebrity as Brand Ambassador? (6 marks)		
11	(i)Explain how effective are brand loyalty programmes in brand communication? (8 marks)	Level 1	Remembering
	(ii)How would you describe the influence of celebrity endorsements on consumer? (5 marks)		

12	Illustrate how a firm can leverage upon various brand loyalty programmes.	Level 2	Understanding
13	What are the guidelines for online brand promotion?	Level 4	Analysing
14	Define celebrity endorsement. "Indian T.V. advertisement is full of celebrities," discuss the reasons for the same.	Level 1	Remembering

PART - C	
S.NO	QUESTIONS
1	<p>The case examines how the Harry Potter series of books led to the creation of a multi-billion dollar for various companies across the world in the early 21st century. The creation, development and management of Harry Potter as a brand is examined in detail. The case then describes the various marketing and promotional activities taken up by Harry Potter's author and publishers in the UK and the US. Thereafter, the case examines how Warner Brothers (which acquired its worldwide licensing and movie rights), turned the brand into an immensely successful marketing property.</p> <p>The case also explains the reasons why Warner Brothers and J.K Rowling were very protective about the brand and what precautions they took to ensure that the brand's image does not get diluted. Finally, the case also comments about the future prospects of the Harry Potter brand.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Describe the importance of carefully designed marketing efforts for creating and managing strong brands. (7 marks)</li> <li>2. Examine the synergies between the print and entertainment media and appreciate how successful books are made into movies and the marketing of such movies. (8 marks)</li> </ol>
2	<p>David Beckham was one of the most popular soccer stars in the late 1990s and the early 21st century. His amazing ability to score from free kicks coupled with his good looks earned him a lot of admirers in Europe and Asia. He was also one of the most sought after celebrities to endorse products and a number of important companies vied to sign him on for endorsements. Born of middle class parents, David Beckham was obsessed with football from his childhood and always dreamed of playing professionally. He was signed up by Manchester United, one of the most popular football clubs in Europe, first as a trainee and later, as a full fledged member of the club. Beckham quickly made a name for himself, with his signature free kicks where he had the ability to curve the ball in the air towards the goal, misleading defenders and goal keepers. Beckham and</p>

his wife, Spice Girl Victoria Adams were fashion icons in the UK and merited a lot of tabloid coverage. They were also sought after endorsers of a number of products.

**Questions:**

- i. Describe the reasons behind the trend of using celebrities to endorse products and the benefits that a company obtains by doing so.  
(7 marks)
- ii. Discuss how certain celebrities signify certain values and the role they play in creating new trends in the market.  
(8 marks)

3

The case revolves around the decision of Kentucky based-bourbon company, Maker's Mark, to dilute the alcohol content of its iconic product, and the subsequent roll-back of the decision following a backlash from its loyal customers. The whole incident was likened to what is considered the biggest marketing fiasco of Coca-Cola Company, which reformulated its existing product in 1985 and introduced a New Coke. The Coca-Cola fiasco is considered to be a part of marketing folklore. Maker's Mark had created and created a brand and cultivated a loyal customer base. In addition to its Ambassador Loyalty Program, the company had relied heavily on online and offline word-of-mouth marketing. Moreover, the bourbon maker had evolved from a no-marketing company to a promotion savvy one.

**Questions:**

1. Analyze the company's decision to dilute the product, and its response to the consumer backlash that followed. (7marks)
2. Discuss whether the decision of Maker's Mark was a public relations fiasco or a clever marketing stunt. (8 marks)

4

The case examines the marketing strategies adopted by the leading Indian herbal healthcare company Himalaya Drug Company (HDC) in the late-1990s, particularly the advertisement campaign for its personal care product range 'Ayurvedic Concepts.' The case explores the company's efforts on R&D, product development and retailing fronts to change the perception of Indian consumers about the contemporariness of Ayurveda for health care. The case also explains rationale behind HDC's decision to bring all its brands under an umbrella brand 'Himalaya'.

**Questions:**

- i. Explain the issues involved in building the brand image of a product like Ayurvedic Concepts and the role of advertising in building the brand image.

### UNIT – IV - BRAND EXTENSION

**SYLLABUS:** Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

#### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What are the reasons for brand failure?	Level 1	Remembering
2	Compare line extension and brand extension.	Level 2	Understanding
3	How would you show your understanding on the concept Brand extendibility?	Level 3	Applying
4	Classify the major types of Brand Extension.	Level 4	Analysing
5	Compile the various Re-branding strategies?	Level 5	Evaluating
6	Justify the ways of Re-launching brands.	Level 6	Creating
7	Define Corporate Re-branding.	Level 1	Remembering
8	Summarize the advantages of brand extension.	Level 2	Understanding
9	Identify some examples for brand re-launching.	Level 3	Applying
10	What do you think about product rebranding?	Level 4	Analysing
11	Categorize the various brand adoption practices.	Level 5	Evaluating
12	Can you assess why re-launch is required?	Level 6	Creating
13	What is meant by Re-branding?	Level 1	Remembering
14	Compare launching and re –launching.	Level 2	Understanding
15	How would you show your understanding on brand adoption?	Level 3	Applying
16	Conclude your understanding on Re- launching.	Level 4	Analysing
17	List few examples of products Re- branding.	Level 1	Remembering
18	Compare re-branding and re-launching.	Level 2	Understanding
19	List the challenges faced in branding.	Level 1	Remembering
20	Define brand extension.	Level 1	Remembering

<b>PART- B</b>			
<b>S.N O</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	List the reasons of re-branding.	Level 1	Remembering
2	(i) Explain the various factors which are influencing the decision for extension. (7 marks)	Level 2	Understanding
	(ii) Outline the factors to be avoided while extending a brand. (6 marks)		
3	Brand is built in the minds of people. Do you agree? Explain this in context in "Asian paints."	Level 3	Applying
4	(i) Examine the various Brand Adoption practices. (7 marks)	Level 4	Analysing
	(ii) Analyze the importance of brand adoption practices. (6 marks)		
5	Discuss the different types of brand extensions.	Level 5	Evaluating
6	Evaluate the possible options / methods a marketer has to revitalize his brand? Can you relate it to an Indian example?	Level 6	Creating
7	(i) List the factors influencing the brand adoption process. (8 marks)	Level 1	Remembering
	(ii) Describe the differences between line extension and brand extension. (5 marks)		
8	Outline the process of brand adoption? Also explain how does re-launching affect brand adopters?	Level 2	Understanding
9	(i) How would you understand type of brand extension with suitable illustrations? (7 marks)	Level 3	Applying
	(ii) Identify the various advantages and disadvantages of brand extension. (6 marks)		
10	How would you explain the Re-branding you have seen in the market. Is it success or failure? Why?	Level 4	Analysing
11	(i) Define line extension. (3 marks)	Level 1	Remembering
	(ii) Explain its need and the risk associated with line extension. (10 marks)		
12	(i) Explain the reasons for re-launching. (7 marks)	Level 2	Understanding
	(ii) Outline the ways in which brands can be re-launched? (6 marks)		
13	How can a re-launch be successful?	Level 4	Analysing

14	(i)What are the types of re-branding strategies? (6 marks)	www.FirstRanker.com	www.FirstRanker.com
	(ii)How would you describe the process of re-branding? (7 marks)	Level 1	Remembering

PART - C	
S.NO	QUESTIONS
1	<p>Nestlé India Ltd. (NIL), the Indian subsidiary of the global FMCG major, Nestlé SA, introduced the Maggi brand in India in 1982, with its launch of Maggi 2 Minute Noodles, an instant noodles product.</p> <p>With the launch of Maggi noodles, NIL created an entirely new food category - instant noodles - in the Indian packaged food market. Because of its first-mover advantage, NIL successfully managed to retain its leadership in the instant noodles category even until the early 2000s. Over the years, NIL extended the Maggi brand to a variety of culinary products like soups, sauces and ketchups, and cooking aids among others. However, these product extensions were not as successful as the instant noodles. In 2005, NIL started offering a range of new 'healthy' products under the Maggi brand, in a bid to attract health-conscious consumers. This case looks at the various phases in the product life cycle of Maggi noodles in India. It talks about the various measures taken by NIL to keep the Maggi brand fresh in the minds of Indian consumers. The case also talks about the various extensions of the Maggi brand and tries to analyze why only the sauces and ketchups category, among all the other product extensions, managed to succeed.</p> <p>It further discusses the measures taken by NIL to reposition Maggi as a 'health product'. The case ends with a discussion whether NIL would be successful in sustaining this new image for Maggi in the market.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>Explain the strategies undertaken by a major FMCG company to create and establish a new product category. (5 marks)</li> <li>Study the issues involved in brand extensions. (5 marks)</li> <li>Describe the strategies adopted by an FMCG major in repositioning a popular brand. (5 marks)</li> </ol>
2	How will you decide how much of to be Re-Branded?
3	3) As a manager explain what are the ways in which Re-launching of brands can be done.



4	<p>Brand extension is certainly a way in which the brand can be made much stronger but it also has the potential to dilute the brand equity or cannibalize sales of the parent brand. Too much brand extension that we see nowadays could be viewed as indicative of poor brand practice.</p> <p>Questions: What are the ways in which a brand can be extended?</p>
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### UNIT – V - BRAND PERFORMANCE

**SYLLABUS:** Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

#### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define brand equity.	Level 1	Remembering
2	Compare Aaker's and Keller's model of brand equity.	Level 2	Understanding
3	Identify the importance of brand marketing.	Level 3	Applying
4	What do you think about brand performance?	Level 4	Analysing
5	Can you assess the opportunities for brand manager in global market?	Level 5	Evaluating
6	Interpret the necessity of brand awareness?	Level 6	Creating
7	List three challenges which brand managers face in the current market environment.	Level 1	Remembering
8	Compare brand revitalization and symbolic brand.	Level 2	Understanding
9	Identify the need of a brand manager?	Level 3	Applying
10	What do you think about brand tracking?	Level 4	Analysing
11	Compile your views on brand value chain.	Level 5	Evaluating
12	How would you evaluate global branding strategies?	Level 6	Creating
13	List any four role of brand manager.	Level 1	Remembering
14	Explain brand leverage.	Level 2	Understanding
15	How would you show your understanding of the term brand audit?	Level 3	Applying
16	How would you measure brand performance?	Level 4	Analysing



17	What is brand pyramid?	www.FirstRanker.com Level 1	www.FirstRanker.com Remembering
18	Illustrate with example the concept of brand personality.	Level 2	Understanding
19	What is meant by brand equity management?	Level 1	Remembering
20	Define Retail Branding & Brand Audit.	Level 1	Remembering

PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	(i) What are the qualitative measures for measuring the sources of brand equity? (6 marks)	Level 1	Remembering
	(ii) Discuss the quantitative measures for measuring the sources of brand equity.(7 marks)		
2	List the various ways by which brand performance can be measured.	Level 2	Understanding
3	(i) Identify a fading brand. What suggestions can you offer to revitalize its brand equity? (6 marks)	Level 3	Applying
	(ii) Evaluate different approaches which could be used to revitalize the brand and which strategies are appropriate. (7 marks)		
4	(i)Analyze the major elements of a brand audit with examples. (6 marks)	Level 4	Analysing
	(ii)Discuss the factors measuring brand performance in detail. (7 marks)		
5	Can you assess various marketing communication options available for a brand manager? List some brands/categories where all the options are not available to the concerned brand manager.	Level 5	Evaluating
6	How will you evaluate the process of establishing brand equity management system in detail?	Level 6	Creating
7	Define brand value chain and discuss any three elements which lead to increased shareholder value.	Level 1	Remembering
8	(i)Explain the role of brand managers. (7 marks)	Level 2	Understanding
	(ii)List some of the characteristics of a successful brand manager. (6 marks)		

9	A criticism is often levied that branding is another way of exploiting customers to pay more. How would you defend yourself if you were a brand manager?	Level 3	Applying
10	Analyze the global branding strategies.	Level 4	Analysing
11	(i)What is Aaker's Model of brand equity? Explain. (7 marks)	Level 1	Remembering
	(ii)Explain the drivers of brand equity. (6 marks)		
12	(i)List the branding challenges and opportunities faced by a brand manager in sustaining brands and lead to successful brand management. (8 marks)	Level 2	Understanding
	(ii) Outline the characteristics required for a successful brand manager.(5 marks)		
13	Analyze the Keller's Model of brand equity in detail.	Level 4	Analysing
14	(i)What is to be tracked in brand tracking studies and how? (8 marks)	Level 1	Remembering
	(ii) Explain the sources of brand equity. (5 marks)		

PART - C	
S.NO	QUESTIONS
1	<p>This case discusses the evolution and growth of the brand management system of the US based FMCG major -Procter &amp; Gamble (P&amp;G). It describes in detail how the 'brand management' in the 1940s evolved into 'category management' in the 1980s, as the brand portfolio of P&amp;G expanded. Finally, the case focuses on how category management is gradually evolving into 'cohort management' at P&amp;G in the initial years of the new millennium. The case also examines in detail the best practices followed by P&amp;G in managing brands.</p> <p>Questions:</p> <p>1. Explain the significance of a brand manager, brand management system and category management</p>
2	<p>The case, "Branded Gold Jewellery Market in India", gives an overview of the branded jewellery market and branded jewellery players in India.The case explains the shift in preference of Indian consumers from heavy jewellery to lightweight jewellery and the entry of branded jewellery players in the Indian market. The case also explains how the branded players are changing the</p>

	<p>perceptions and attitudes of Indian customers towards jewellery. The strategies adopted by branded players to increase their share in the jewellery market are also discussed.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>1. Evaluate the effectiveness of the strategies adopted by the branded players for increasing their share of the market. (7 marks)</li> <li>2. Identify the branded jewellery player who is likely to lead the industry. (8 marks)</li> </ol>
3	<p>This case is about Nokia Corporation's (Nokia) strategies to revive the 'Nokia' brand. Despite being the market leader in the mobile phone market since 1998, the company saw a decline in its brand value since the early 2000s. The year 2004, in particular, saw major erosion in Nokia's brand value as well as its market share. Since 2005, the company started taking various initiatives that went a long way in reviving the 'Nokia' brand. In addition to focusing on innovative products, it decided to move beyond umbrella branding and introduced sub brands. The 'N series' sub brand was used for the high-end multimedia phones which had features such as high powered digital cameras and portable digital music players. N series was targeted at the young and tech-savvy customers. Another sub brand, E series, was targeted at users. In 2007, Nokia entered the Internet services market with the launch of another sub brand 'Ovi'. Ovi was an umbrella brand for a range of Internet services such as online music store, a navigation system, and a gaming service called 'N-Gage Arena. Analysts felt that the company did this in order to compete with Apple Inc. that had entered the mobile phone market with the launch of the I Phone. Analysts felt that the sub brands, N series in particular, went a long way in reviving the mother brand and also brought back the younger buyers who were moving away from 'Nokia' in favour of its rivals such as Samsung and Sony Ericsson.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>i. Describe the issues and challenges faced by a mature brand. (5 marks)</li> <li>ii. Analyze the reasons for the decline in Nokia's brand value in the early 2000s and how Nokia revived the brand. (5 marks)</li> <li>iii. Understand the advantage and disadvantages of umbrella branding. (5 marks)</li> </ol>

4

Consumer packaged goods major, Kimberly-Clark Corporation (Kimberly), had, over the years, made Kleenex a super brand. The brand identity was so strong that it had become a generic term for tissue paper, requiring the company to use 'Kleenex brand' to refer to its product. With the sales for the category shrinking since 2001, Kimberly decided in 2006 to rejuvenate the Kleenex brand. In late 2006, the 'Let it out' campaign was launched. The case discusses the 'Let it out' campaign in detail. It also discusses the criticisms against Kimberly by environmental activist organizations who accuse it of green washing. Greenpeace spoofed the 'Let It Out' campaign and in 2007, some Greenpeace activists also high jacked an advertising shoot of the campaign.

**Questions:**

1. Explain how Kimberly succeeded in establishing Kleenex as a super brand and made it synonymous for facial tissue products. (8 marks)
2. Describe the challenges faced by brands whose brand names have become synonymous with the generic term for the product. (7 marks)