

[illegible]

UNIT-II

9. Write a note on estimating marketing opportunity and demand forecasting with special reference to test marketing.
10. List and explain the steps in process of product planning and development.

UNIT-III

11. Write a detailed note on brand equity. Discuss Aaker model of brand equity.
12. *"People have more faith in brands rather than products."* Critically analyse the statement with role and importance of branding.

UNIT-IV

13. What are the key strategies for brand repositioning?
14. Discuss the 3C's of positioning.

SECTION-C

15. Case study :

In 2003, Kingfisher Airlines Limited was founded by Vijay Malllya as a premium and world-class airline group. The airline was based in Bangalore India and had more than 400 flights per day (Domestic & International). It used to be the most admired name in Asia-Pacific region. On its peak time, it was the 2nd largest airline, in terms of carrying the number of passengers. The quality and comfortable service attracted many passengers in the initial years. And, then the Kingfisher acquired Air Deccan in 2007. In just 3 years after touching the skies, the first international Bengaluru-London flight in 2008 was launched. They promoted the brand through all media channels like Radio, Television, Print, Multiplexes, Malls and in their In-flight magazines too. In just 2 years, the airlines achieved the aviation market share of 10%. During 2007, they had the most aggressive expansion plans of all Indian carriers. In June 2007, their influence in the market was increased with the acquisition of 26% shareholding of Air Deccan Airlines. During February 2009, more than 900,000 passengers flew with Kingfisher giving it the highest marketing share in India.

Even though kingfisher failed due to financial mismanagement, the above shows that there is a demand for premium airline in Indian skies.

Ques : If you were to launch a new airline in Indian skies discuss your branding strategy on basis of concepts studied in.

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.