

Reg. No. :

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K 4521

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Elective

BA 1725 — BRAND MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is brand extension?
2. Define brand repositioning.
3. What is brand rejuvenation?
4. What is Brand personality?
5. What is brand image?
6. Define brand audit.
7. What is brand loyalty?
8. What is fashion branding?
9. Bring out any two factors that influence in the selection of brand name.
10. What is brand equity?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the approaches to measure brand equity.

Or

- (b) How do companies develop and communicate brand positioning?

12. (a) Explain the different types of brand extensions with their relative advantages and disadvantages.

Or

- (b) What are the different factors influencing branding decisions?
13. (a) Explain the steps in brand loyalty ladder.

Or

- (b) Explain the concept of monitoring the brand performance over the product life cycle with relevant examples.
14. (a) What are the different roles played by a brand manager to create brand equity?

Or

- (b) Explain Co-branding concept with relative example.
15. (a) Explain the importance of brand personality.

Or

- (b) Read the case given below and answer the questions given at the end :

THE PEPSICO

Pepsi Co. Inc. was founded in the year 1965. Major products of the new company are Pepsi Cola, Diet Pepsi and Mountain Dew. Pepsi entered the Indian market in 1992 and now is the market leader with a market share of 27 per cent in the cola segment. Pepsi is in between the two of its closest competitors as far as marketing strategies are concerned. Pepsi is an international drink with Indian imagery in its communication. Traditional focus of Pepsi has been on the early teenager with a gender skew more to the females. Pepsi is by far the more aggressive player in the market with its continuous advertising, event marketing, targeting the new generation and eye-catching merchandising. It is got its selling strategy well mapped out.

The company has always been innovating its ad campaigns which has helped the company to get top of the mind recall. From "The choice of the new generation" to the "Freedom" campaign, the company has been able to Indianise the brand. With the help of promotional schemes, Pepsi has managed to keep the brand alive and has not let it become old. During 1996, the total ad spend by the company was Rs. 6.98 crores only on television. Pepsi spent Rs. 8 crores for its advertising programme in the run-up to and during the cricket world cup.

On April 2, 1996, Pepsi announced that the second most popular drink in the world would henceforth come in Blue packaging. Pepsi had spent \$ 500 million to relaunch its products. But the results of this exercise are still awaited, and it is expected they would not be as good as expected by the company.

According to the President of Pepsi Co., much of the ammunition that the two companies lob at each other in the cola was its "damn silly stuff" and the CEO Coca-Cola claiming that "the cola war is over", but the cola war continues.

Questions :

- (i) How should Pepsi position itself to take on Coke in this Battle of Giants? (8)
- (ii) How would you differentiate Pepsi's promotional strategy from that of Coke? (8)