



**MBA DEGREE EXAMINATIONS: NOV/DEC 2023**

(Regulation 2021)

Second Semester

**MASTER OF BUSINESS ADMINISTRATION**

P21MBE0139: Brand Management

**COURSE OUTCOMES**

- CO1:** Summarize the concepts of Brand management from marketing perspective.  
**CO2:** Display ability to interpret the health of brand by evaluating brand audit report.  
**CO3:** Adapt sustainable practices in building the Brands for long-term success.

**Time: Three Hours**

**Maximum Marks: 100**

**PART A (5Q x 6 Marks = 30 Marks)**

- 1 Define Brand Elements. Give real-life examples of brand elements which are distinctive. CO1 [K<sub>1</sub>]
- 2 Explain the three approaches used for Brand Valuation. CO2 [K<sub>2</sub>]
- 3 Explain Brand Revitalisation Strategy. CO2 [K<sub>2</sub>]
- 4 What is Brand Storytelling? How does it help marketers? CO3 [K<sub>1</sub>]
- 5 Explain the 6 Ps of a Sustainable Branding Strategy. CO3 [K<sub>2</sub>]

**PART B (5Q x 10 Marks = 50 Marks)**

- 6 Explain the Strategic Brand Management process. CO1 [K<sub>2</sub>]
- 7 Examine any real-life brand using Brand Dynamics Pyramid. CO2 [K<sub>4</sub>]
- 8 Analyse the Product-Brand Matrix of any real-life company and compare its strengths vs weaknesses. CO2 [K<sub>4</sub>]
- 9 Apply gamification in brand communication for an existing company's offerings and justify your decision. CO2 [K<sub>3</sub>]
- 10 Explain the specific approaches used by a real-life company for developing a sustainable brand and their outcomes. CO3 [K<sub>5</sub>]

**Part – C (1Q x 20 Marks = 20 marks)**

11 Xiaomi, the Chinese smartphone major, has recently announced its plans to produce and sell electric cars. The company aims to become one of the world's top 5 electric car brands within 2 decades. Beyond smartphones, Xiaomi currently has product categories such as televisions, air purifier, fryer, vacuum cleaners, fans, laptops, tablets, wearables and grooming accessories. CO3 [K6]

- Discuss the specific type of brand extension strategy adopted by Xiaomi in its entry into electric cars and explain the justifications behind this decision.

(10 Marks)

- Develop an elaborate Brand Positioning Strategy relevant for Xiaomi's Electric Cars in competing with other players and achieving its goal of becoming one among world's top 5.

(10 Marks)

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