



MBA DEGREE EXAMINATIONS: NOV /DEC 2024

(Regulation 2021)

Third 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 (1Q x 20M = 20 Marks)

Answer all the questions

Answer should not exceed more than 4 pages

- 1 The concept of green living and consumption has become increasingly popular throughout the world, particularly in developed countries, and is rapidly expanding to middle-income and higher income developing countries. Any business that wants to stay competitive needs to devise a robust sustainability strategy, and work sincerely in achieving these goals. CO3 [K₆]
- Dell an American technology-based company which develops, sells, repairs, and supports computers and related products and services through its subsidiaries has embedded sustainability in its core business and progressing continuously on Energy efficiency, carbon neutrality and recycling. Gender equality, community centric initiatives, reaching net zero greenhouse gas emission by enforcing responsible operations are a list of few projects where they work deliberately to achieve progress.
- a. Discuss how ESG (Environmental, Social, and Governance) initiatives contribute to strengthening Dells’s brand equity (10 Marks)
- b. Recommend feasible practices to M/s DELL to achieve ESG goals in the field of Operations, Packaging, product and also to impact People (local communities and employees).(10 Marks)

PART B (5Q x 4M = 20 Marks)

Answer all the questions

Answer should not exceed 6 lines

- 2 Summarize the role executed by the brand manager. CO1 [K₂]
- 3 Construct a brand Mix chart for any organization of your choice and elaborate the concept of breadth and depth of brand product matrix. CO1 [K₃]

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| 4 | Outline the brand implications of the logo design for a typical FMCG (Fast-Moving Consumer Goods) company of your choice. | CO1 | [K ₂] |
| 5 | Why is it crucial to carry out a brand audit? | CO1 | [K ₁] |
| 6 | What is Brand revitalization? | CO1 | [K ₁] |

PART C (4Q x 15M = 60 Marks)

Answer all the questions

Answer should not exceed more than 2 pages

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| 7 | Assume that Nestle is interested in designing a short online tracking survey to understand the customer opinion about one of its leading brands “Nescafé”
Design a Brand tracking survey using the Consumer Based Brand Equity Model (CBBE). | CO2 | [K ₆] |
| 8 | Discuss in detail various methods for assessing the brand value. | CO2 | [K ₆] |
| 9 | ECL is one of the most recognized businesses leader in China. China's ECL Electronics is foraying into home appliances this week in India after consolidating its position as one of the leading brands in television space. The company has a plan to roll out AC, washing machine, refrigerator and sound bar to strengthen its position in the Indian market.
Discuss the challenges that the brand likely to face in India and devise the strategy to overcome such challenges | CO1 | [K ₆] |
| 10 | Discuss in detail the major steps involved in strategic Brand Management process? | CO1 | [K ₆] |
