

Brand Building

Con. 4547-10.

LM-3072

(REVISED COURSE)

(2 Hours)

[Total Marks : 50

- N.B. :** (1) Question No. 1 is **compulsory**.
 (2) Answer any **three** from Question Nos. 2 to 5.
 (3) Illustrate your answers giving **suitable** examples.
 (4) Draw **neat** labelled diagrams wherever **necessary**.
 (5) Marks to the **right** indicate **full** marks.

1. (a) Explain the following in not more than **four** sentences :— 5
- (i) Brand positioning
 - (ii) Multiproduct branding
 - (iii) Co-branding
 - (iv) Niche brand
 - (v) Generic branding.
- (b) **Case-study :**
 Food Bazar has become a trusted name in the branded retail segment. They have been able to achieve this in a very short-time.
- (i) Analyze the current brand personality of Food-Bazar using the Brand Personality Scale. 3
 - (ii) What positioning strategy have they followed ? 3
 - (iii) What functional and emotional benefit does it offer ? 3
2. Explain Core and Extended Identity. 12
3. Discuss the different Brand Building Blocks. 12
4. Explain the Brand Equity ten model of measuring brand equity. 12
5. Write short notes on any **four** :— 12
- (a) Brand Licensing
 - (b) Brand Association
 - (c) Importance of Branding
 - (d) Multibranding
 - (e) Brand Leveraging.

Sophistication

—v—

PS PL PBO BMM

(2 Hours)

[Total Marks : 50]

- N.B. :** (1) Question No. **1 compulsory.**
 (2) Answer any **three** questions from Question No. **2 to 5.**

1. (a) Explain the following in **not more than four** sentences :- 5
 - (i) Co-branding
 - (ii) Umbrella branding
 - (iii) Aided Recall-
 - (iv) User Imagery
 - (v) Generic branding.
- (b) Red Bull, the makers of the 'energy drink' want to launch a vitamins packed "nutritive drink" for "sports persons".
 - (i) What is the current brand personality ? Should it change ? Give reasons. 3
 - (ii) What positioning "strategy" will this new product from red bull use ? 3
 - (iii) Define the target audience and there by the 'user imagery'. 3
2. Explain brand equity 10. Enumerate the 10 guidelines to building a brand. 12
3. Discuss the relevance of the Graveyard model with reference to Indian Brands. 12
4. State and explain the various factors due to which building strong brands is difficult in current times. 12
5. Write short notes on any **four** :- 12
 - (a) Advantages of Extensions
 - (b) Brand Associations
 - (c) Difference between Brand and Product
 - (d) Brand Licensing
 - (e) Silver Bullets
 - (f) Brand Loyalty strategies.

Brand Building Paper

Q 1 is compulsory

Answer any 3 questions from Q 2 to Q 5

Q 1 a) Define in not more than 4 sentences

5

- ~~i) cult brands~~
- ~~ii) Self-Expressive benefits~~
- ~~iii) User Imagery~~
- iv) Generic brand
- v) The big five

b) A very well known company manufacturing cars for three segments of the population are now planning to introduce scooters followed by the introduction of motor-bikes

- ~~i) Do you think this is a valid extension?. Why ?~~
- ~~ii) Who will be their target audience?~~
- ~~iii) What should be their positioning strategy?~~

Q 2 a) What are the different ways of leveraging a brand? Explain each 12

OR

b) What is consistency? Why is important to maintain consistency? 12
What makes it difficult to be consistent?

Q 3 a) Explain the Y & R method of brand measurement. 6

b) Explain the big five personality segments. 6

Q 4 a) What are the components of Brand Equity? Explain each briefly. 6

b) What are the four Brand Identity traps? Explain any two. 6

Q 5 Write short notes on any 3 12

i) Silver Bullet ii) Brand building blocks

iii) Graveyard model iv) Value proposition

v) Extended Identity

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 (3) Draw **neat and labelled** diagrams wherever **necessary**.
 (4) Illustrate your answers giving **suitable** examples wherever **applicable**.
 (5) Marks to the **right** indicate **full marks**.

1. (a) Explain the following concepts in not more than **four** sentences :-

5

- (i) Generic Brand
- (ii) User Imagery
- (iii) Brand Strategy
- (iv) Unaided Awareness
- (v) Brand Extension

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(b) **Case Study**

50 years after it was first launched, Amul's sale figures had jumped from 1000 tonnes a year in 1966 to over 25,000 tonnes a year in 1997. No other brand comes even close to it. All because a thumb-sized girl climbed on to the hoardings and put a spell on the masses.

The Amul girl who lends herself so completely to Amul butter ; call her the Friday to Friday star ; round eyed, chubby cheeked, winking at you, from strategically placed hoardings at many traffic lights. She is the Amul moppet everyone loves to love. For 30 odd years the Utterly Butterly girl has managed to keep her fan following intact. So much so that the ads are now ready to enter the Guinness Book of World Records for being the longest running campaign ever.

Amul has one hell of a branding strategy, they take whatever is happening in politics, entertainment, sports etc. and turn the situation in to a billboard to tell their butter / jam / milk product story. Almost ever week they do this, so restlessly that when something big happens, customers tend to think *how Amul would portray it*.

India looked forward to Amul's evocative humour. If the Naxalite movement was the happening thing in Calcutta, Amul would be up there on the hoardings saying, "Bread without Amul Butter, cholbe na cholbe na (won't do, won't do). If there was an Indian Airlines strike Amul would be there again saying, Indian Airlines Won't Fly Without Amul. Then there was the time when the Amul girl was shown wearing the Gandhi cap. Then there was an ad during the Ganpati festival which said, Ganpati Bappa More Ghya (Ganpati Bappa take more).

- (i) The Amul brand has been consistent over the communication campaign and brand strategy. 3
 AMUL has positioned itself as "Taste of India" and have ensured that their communication is in line with their positioning strategy. Discuss the validity of this statement.
- (ii) Now since Amul has unveiled its global ambition how do you think the brand should be repositioned. 3
- (iii) Discuss the Brand Personality of Amul using the big five. 3

[TURN OVER]

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[TURN OVER]

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2. What are the various factors due to which it is becoming difficult to build strong brands today ? 12
3. (a) Brand consistency is critical to maintaining the strength and favorability of brand associations. Discuss the benefits of consistency. 6
- (b) What are the different ways in which a company can revitalize their brand by encouraging consumers to use the brand. 6
4. (a) Explain the Brand Product Matrix. 6
- (b) Prepare an illustrative Brand-Product Matrix for any one existing company. 6
5. Write short notes on any four :- 12
- (a) Brand Identity Traps
 - (b) Steps in Managing Brand Equity
 - (c) Co-branding
 - (d) Proprietary Brand Assets
 - (e) Advantages of Extensions
 - (f) Brand Vs Product.

[TURN OVER]