

PM BMS

Paper / Subject Code: 12605 / Elective: Marketing: Brand Management.

Q. P. Code: 31768

2 ½ Hours

75 Marks

Note: 1. All questions are compulsory
2. Figures to the right indicate marks.

Q1. Answer the following (Any Two) (15)

- Define brand. Explain the characteristic of a successful brand.
- As a brand manager, explain the strategic Brand Management Process with a suitable example.
- Distinguish between Brands versus Products with examples.

Q2. Answer the following (Any Two) (15)

- Explain the term pricing. Highlight the various pricing strategies used by a brand manager to build brand.
- What is a product strategy? Highlight the core elements of a product to build brand.
- What is co-branding? Explain its advantage with an example.

Q3. Answer the following (Any Two) (15)

- Explain the brand value chain in detail.
- What is brand personality? Explain the Big Five model of brand personality with an example.
- Explain the qualitative research technique to measure the source of brand equity.

Q4. Answer the following (Any Two) (15)

- What is brand product matrix? Illustrate a brand product matrix with an example.
- Explain the term brand hierarchy. Highlights the various levels of brand hierarchy.
- What is cause marketing? State its advantage for building & managing brand.

Q5. Case Study (15)

Launched in August 1983, Tata Salt was the first brand in India to market iodised packaged salt. It was introduced with the aim of providing iodine to the masses. It was a welcome move away from loose, unbranded salt of suspect quality to the reassurance of clean and pure salt, guaranteed by India's most trusted business houses.

The brand derives its equity from its consistent product quality (iodine and purity) and its association with the corporate name of the Tata Group.

Tata has been committed towards nation building and social welfare over more than a century, without losing focus of its business objectives. This vision has made its one of the most responsible, credible and transparent corporate brand in the world.

On 15th August, 2002, Tata Salt positioned itself as the "Desh Ka Namak" (the salt of the nation), with the objective of creating feelings of patriotism. As Tata Chemicals, the parent

company, celebrated its 75th anniversary in 2014, Tata Salt continues to capture the imagination of Indian consumers.

Questions:

- a. Define positioning. Critically evaluate the positioning of Tata Salt from the above case.
- b. Do you feel that Tata Salt has contributed towards the Brand Equity of Tata group? Justify with reasons.
