

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Fifth Trimester MBA Degree Regular and Supplementary Examination April 2021

Course Code: MKT-T5-8**Course Name: BRAND MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

- 1 State the benefits of brand leverage.
- 2 What is co-branding and brand extension?
- 3 State any three features of a global brand.
- 4 “A brand is built in the minds of people”-Justify.
- 5 Give two examples for brand personality concept.

(5x2 marks = 10 marks)

PART B*Answer any 3 questions. Each question carries 10 marks*

- 6 Explain the various types of brand associations and its impact on brand building. (10)
- 7 Why firms opt for brand extension? Explain different categories of brand extension. (10)
- 8 How can Integrated Marketing Communications be used for brand building? Support with a suitable example. (10)
- 9 Explain the concept of Brand Planning Identity Model with suitable examples. (10)
- 10 ‘Brand associations are of more use to the customer than the marketer’. State the dimensions of brand association. (10)

(3x10 marks = 30 marks)

PART C*Compulsory question, the question carries 20 marks*

- 11 Emami’s Navratna brand of cooling oil was launched in 1991. The company took the old “cooling oil” product and gave it a modern-day reason for being “Stress Buster”. There were no organized players in this segment and Navratna oil was first to brand and mass market a cooling oil and to create an unmatched presence.

The mid-1990s saw actors Govinda and Rambha endorse the brand through “Thanda - Thanda, Cool-Cool” commercials, which got fairly high media inputs. However, in 2004, Emami executives decided to lend stature and salience to the brand and roped in superstar Amitabh Bachchan in the hope that he would break geographical barriers for them and appeal to the classes and masses. Thus, followed a commercial that had Bachchan talking into the camera about how the “cool” oil helped him counter stress and headaches in his days of struggle.

The company has continued to use celebrities to build the cooling oil franchise and has met with tremendous success. Apart from clutter breaking communication on the grand with apt use of celebrities, the company has been engaged in a lot of breakthrough marketing initiatives on brand Navratnaa. One such initiative was the introduction of Navratnaa Oil in sachets, which has not only been a trial and volume generator but also a growth engine for the brand. What was a neglected product category was pulled out of the woodworks and given a modern stature and size through Emami’s marketing efforts. Not only has the brand Navratna become the undisputed leader of the cooling oil market in North India, but the brand has also managed to break into a non- traditional market such as Andhra Pradesh through its high-power advertising. The brand Navratna almost helped revitalized and created Rs. 550 crore cooling oil market. Quite rightfully the brand dominates this category, which was left for dead just 15 years ago.

- a) Discuss the effective branding strategies for the Navaratna oil for online sales. (7)
- b) Explain the effective Planning and Implementing Brand Marketing Programs. (13)
