

Reg. No.:

Name :

**VIT**

Vellore Institute of Technology

## CAT I Examinations - Fall Semester 2022-23

Programme	B Tech	Semester	All
Course Title	Global Brand Marketing Strategies	Code	MGT1044
Faculty	Saju B	Slot	G2+TG2
Duration	One hour and Thirty Minutes	Class Nbr	CH2022231000571
		Max. Marks	50

## Answer All Questions

1. "Naomi Klein, the celebrated author of *No Logo*, always took a stand against the exploitative power of global brands and the total branding of our lives. In her opinion, branding is hype and consumers are sold a lie for a premium. *The Economist* magazine, a vocal critic of Klein, published an article *Pro-Logo; Why branding is good for you* countering her viewpoint. For *The Economist*, branding is an inevitable business activity that made companies accountable to people". Which of these arguments appeals to you? Substantiate your answer. 10

2. Discuss the pros and cons of different brand architecture strategies using suitable examples. 10

3. You have recently joined a Fintech firm that specialises in offering personal loans to eligible customers in less than two minutes through an app. The company's target customer profile is as follows: existing credit card users with a high credit score from Tier 1 and 2 cities, highly digital savvy with a keen interest in wealth management and investment products, and regularly consume business and finance-related content online. Your boss has requested you to help him with the branding aspects and as a first step to create a draft positioning statement. How would you go about completing the task? 10

4. "Consumer decisions are the outcome of a neural interplay that involves slow thinking by cortex and fast thinking by the limbic and reptilian brain". How does this viewpoint come in handy in designing the brand strategy for the following categories; a) A premium-priced organic baby shower gel and shampoo by a DTC startup, b) An ultrathin laptop brand at a competitive price. 10

5. You are a marketing intern with a traditional South Indian restaurant chain that plans a Pan India and international expansion thanks to a private equity firm's fresh infusion of funds. The chain is known for its traditional and authentic South Indian vegetarian cuisine and its small-town origin dating back to the 1940s. During a training session, you made a presentation on 'the role of metaphors in building enduring brands'. However, the marketing head dismissed your idea with a wry smile and remarked that those things existed only in theory. You politely shrugged off the snub and took a challenge to rebuild the brand using deep metaphors. How would you use deep metaphors to re-brand the chain? 10