



PG – 545

**IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023
(CBCS) (2022-23 and Onwards)**

MANAGEMENT

Paper – 4.3.1 : Strategic Brand Management (Marketing)

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **5** marks. **(5×5=25)**

1. Describe the various brand elements. Explain each brand element with suitable examples.
2. Define Competitor Analysis in the context of product management.
3. What is brand leveraging ? And why it is important in brand management ?
4. Explain the different types of brands.
5. Explain the role of celebrities as brand ambassadors with successful brands in India.
6. What are the factors to be considered by a Brand Manager for selection of a good brand name ?
7. Discuss the Kepferer Brand Identity Prism Model. How can businesses use this model to create and manage brand identity effectively ?

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. Discuss briefly the components of David Aker's brand equity model.
9. Explain the different strategic brand management process in detail.
10. Choose a brand that has recently repositioned itself in the market. Analyze the repositioning strategy, its effectiveness and the challenges faced during the process.
11. Write short notes :
 - a) Point of parity
 - b) Brand Architecture.

P.T.O.



SECTION – C

12. **Compulsory.** Case study.**(1×15=15)**

ABC Electronics, a company known for its electronic gadgets, is looking to expand its online brand presence. They have decided to enter the e-commerce space and leverage social media for brand building. However, they are facing challenges in establishing a strong online brand.

Questions :

- a) Outline a strategic plan for ABC Electronics to build a robust online brand.
 - b) Discuss the key components and steps they should consider, including brand identity, social media strategies and e-commerce integration.
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