

3. What do you understand by the concept of brand association? Also discuss its role in creating brand equity.
4. “*Positioning creates a bond between the customer and the business*”. Comment on this statement by detailing the concept of Brand positioning.
5. Write detailed notes on :
 - a) Brand Product Matrix
 - b) Financial Brand Equity

SECTION-C

6. **Read the case study and answer the following questions :**

Color cosmetics player Modi Revlon plans to take on Gamier, the mass hair color market leader, with the launch of its mass brand, Color N Care. While this would be Revlon’s first India-specific brand, it would also mark a detour from Revlon’s premium positioning. Priced at Rs.120, Color N Care would compete with Gamier, which commands about 75% share of the mass hair color market, and Godrej. About 60% of the Rs.200-crore hair color market is dominated by mass brands priced around Rs.100. “It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets”, said Umesh K Modi, chairman, president and CEO, Modi Group. The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair color brands like Color Silk, Top Speed and Color Stay, priced at Rs.250, Rs.375 and Rs.450 respectively. With the launch of Color n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors. For Modi Revlon, about 20% of its revenue comes from the hair color business. It has a 12% market share of the total hair color market.

Questions :

- a) Explain brand strategy of Revlon.
- b) Critically analyze firms brand structure. What challenges you foresee for the firm?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.