Roll No. Total No. of Pages :

Total No. of Questions: 06

MBA (Campus) (Sem.-4)
BRAND MANAGEMENT
Subject Code: MBA-413

M.Code: 75075

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- SECTION-A contains SIX questions carrying TWO marks each and students has to attempt ALL questions.
- SECTION-B consists of FOUR questions each carrying TEN marks and student has to attempt ALL questions.
- 3. SECTION-C consisting of ONE Case Study carrying EIGHT marks.
- 4. All Questions are Compulsory.

SECTION-A

1. Write a short note on the following:

- a) Explain the concept of Brand equity.
- b) Importance of Brand awareness.
- c) How is brand imagery different from a logo?
- d) "Ingredient branding- making the invisible visible". Comment.
- e) Define brand hierarchy with suitable example.
- f) Advantages of brand extension.

SECTION-B

2. "Branding is not just about giving a name or an attractive logo or slogan"? Comment by highlighting the challenges and opportunities faced by brand managers.

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- 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.

Ouestions:

- 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.

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