



CBCS SCHEME

22MBAMM403

Fourth Semester MBA Degree Examination, Dec.2025/Jan.2026 Strategic Brand Management

Time: 3 hrs.

Max. Marks:100

- Note:** 1. Answer any **FOUR** full questions from **Q1 to Q7**.
2. Question No.8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
1	a.	Define Brand.	3	L1	CO1
	b.	Explain characteristics of a Brand.	7	L2	CO1
	c.	Examine Strategic Brand Management process with a neat diagram.	10	L4	CO2
2	a.	Define CBBE.	3	L1	CO1
	b.	Analyse the dimensions of Brand knowledge.	7	L4	CO1
	c.	Examine the methods of leveraging secondary Brand knowledge.	10	L4	CO2
3	a.	Differentiate between Brand Knowledge and Brand Equity.	3	L2	CO1
	b.	Examine the criteria for choosing brand elements.	7	L4	CO2
	c.	Analyse the killers brand equity model, with a neat diagram.	10	L3	CO3
4	a.	Explain briefly Free-rider effects.	3	L2	CO1
	b.	Illustrate difference between POP and POD with suitable examples.	7	L3	CO3
	c.	Examine the various types (kinds) of imitations with suitable examples.	10	L4	CO1
5	a.	Explain briefly –Brand extension.	3	L2	CO3
	b.	Explain Brand architecture. Identify different types of architecture with relevant examples.	7	L2	CO3
	c.	Examine the methods for measuring brand equity.	10	L4	CO3
6	a.	Explain briefly –Brand Transfer.	3	L2	CO4
	b.	Analyze the conditions favoring brands to go global.	7	L4	CO4
	c.	Examine the advantages and disadvantages of global branding.	10	L4	CO4
7	a.	Define Luxury Brand Management.	3	L1	CO1
	b.	Examine the perception about Country of origin (COE) as a brand element.	7	L4	CO3
	c.	Evaluate the luxury marketing mix and summarize the atmosphere in luxury retail stores.	10	L5	CO2

8	<p>Case Study :</p> <p>Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leaders 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 detone from Revlon's premium positioning.</p> <p>Priced at Rs 120/- Color N Care would compete with Garnier, which commands about 75% share of the mass hair colour market and Godrej. About 60% of the Rs 200 crore hair colour market is dominated by mass brands priced around Rs 100/-.</p> <p>"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 & CEO, Modi group.</p> <p>The Rs 150-crore Modi Revlon, a 74 : 26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like colour silk , Top speed and colour stay, priced at Rs 250, Rs 375 and Rs 450 respectively.</p> <p>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 colour business. It has a 12% market share of the total hair colour market.</p>			
a.	Describe Brand strategy of Revlon.	10	I2, 4	CO4
b.	Critically analyze firms Brand structure (architecture). What challenges do you foresee for the firm?	10	I3, 4	CO3
