

CBCS SCHEME

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MBAMM413



Fourth Semester MBA Degree Examination, June/July 2026 Strategic Brand Management

Time: 3 hrs.

Max. Marks: 100

- Note:** 1. Answer any **FOUR** full questions from Q.No.1 to Q.No.7.
 2. Question No. 8 is compulsory.
 3. M : Marks, L: Bloom's level, C: Course outcomes.

			M	L	C
Q.1	a.	What is CBBE Model?	3	L1	CO1
	b.	Explain the importance of brand identity and brand positioning for a business.	7	L3	CO2
	c.	Examine the importance of Luxury Brands in the Global Market.	10	L4	CO4
Q.2	a.	What is Brand Knowledge?	3	L1	CO2
	b.	Discuss the advantages of building a strong brand.	7	L2	CO1
	c.	Explain the different product categories found in branded house architecture using an example.	10	L3	CO2
Q.3	a.	What is Brand Extension?	3	L1	CO2
	b.	Explain the role of celebrities as brand ambassadors with suitable examples of successful brands in India.	7	L3	CO2
	c.	Outline the Strategic Brand Management Process.	10	L2	CO1
Q.4	a.	What is Brand Consolidation?	3	L1	CO2
	b.	Explain conditions favoring the marketing of global brands.	7	L4	CO4
	c.	Distinguish between Points of Parity and Points of Difference in branding, with suitable examples.	10	L3	CO2
Q.5	a.	What do you mean by Brand Value Chain?	3	L1	CO3
	b.	Describe the criteria used for choosing brand elements.	7	L3	CO2
	c.	Analyze the barriers to globalization.	10	L4	CO4

Q.6	a.	What is Brand Mantra?	3	L1	CO2
	b.	Analyze the comparison methods used for measuring brand equity.	7	L4	CO3
	c.	Discuss the brand opportunities and challenges.	10	L2	CO1
Q.7	a.	What is Brand Audit?	3	L1	CO3
	b.	Discuss the reasons for brand imitation and explain its impact on businesses.	7	L3	CO2
	c.	Discuss the quantitative approaches used to assess brand equity.	10	L4	CO3
Q.8		Compulsory Questions A clothing company named “Urban Weave” built its reputation by offering affordable, stylish, and youth-focused fashion. Its brand identity was strongly associated with minimalistic designs, black-and-white packaging, and a modern urban lifestyle image. As the company expanded, it introduced multiple new product lines such as formal wear, sportswear, and accessories. However, each line used different logos, packaging styles, and marketing messages. Over time, customers became confused about what the brand actually stood for. The inconsistent branding weakened the original identity of Urban Weave. Sales growth slowed, and customer recognition of the brand declined because the brand no longer had a clear and consistent image. The management decided to redefine its brand identity and create a more unified approach across all product categories. Questions.			
	a.	Analyze how inconsistent branding affected Urban Weave’s brand identity and customer perception.	10	L3	CO2
	b.	What steps can Urban Weave take to rebuild customer trust and restore a strong brand identity?	10	L3	CO2
