

CBCS SCHEME

22MBAMM403



Fourth Semester MBA Degree Examination, June/July 2024 Strategic Brand Management

Time: 3 hrs.

Max. Marks: 100

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

			M	L	C
Q.1	a.	State the meaning of branding.	3	L1	CO1
	b.	State the role of brand.	7	L2	CO1
	c.	Explain the process of strategic brand management.	10	L1	CO1
Q.2	a.	What is Brand resonance?	3	L1	CO1
	b.	Explain the sources of Brand equity.	7	L3	CO2
	c.	Describe the David Aaker's Brand equity model.	10	L4	CO3
Q.3	a.	Define Brand positioning.	3	L1	CO1
	b.	Explain the sources of brand identity.	7	L3	CO2
	c.	Elaborate consumer based brand equity model.	10	L4	CO3
Q.4	a.	Define Brand element.	3	L1	CO1
	b.	Mention the naming guidelines for branding.	7	L3	CO3
	c.	Explain the factors affecting brand imitation.	10	L3	CO3
Q.5	a.	What are the components of brand knowledge and define them.	3	L1	CO1
	b.	State the features of brand consolidation.	7	L3	CO2
	c.	Elaborate characteristics of successful international brands.	10	L3	CO3

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Q.6	a.	Define Brand Awareness.	3	L2	CO1
	b.	Explain strategies adopted by global brands.	7	L4	CO2
	c.	Explain geographical extensions of brands.	10	L4	CO4
Q.7	a.	Define Luxury brand management.	3	L2	CO2
	b.	State the types of Luxury brands.	7	L4	CO3
	c.	Discuss the challenges of Luxury marketing.	10	L4	CO4
Q.8	<u>CASE STUDY (Compulsory)</u>				
	<u>Hermes Birkin Handbags</u>				
	<p>Who don't know about hermes birkin bags, its become so much popular when created in 1984 by Chanteuse Jane Birkin. The reason on making this bag for more pampering the woman in meeting their need for design hand bags; Hermes Birkin so favored by several international artists, this is why most woman in the world want to have this bag.</p> <p>Hermes Birkin bag is so popular that the another producers did not hesitate to imitate the replica handbags so exact to the original, if we only glimpse we will assume the bag that is original. Sophisticated imitators some times make us fooled.</p> <p>If a product is already a trend center will not be denied that many copycats imitate these products. As for the tips you can do to avoid it is to create characteristic that can not be imitated by such as copy cats with use of hologram logo, unique materials and distinctive product and also by creating packaging that shows the original item.</p>				
	<u>Questions:</u>				
	a.	What do you think, would be reason for brand imitation?	10	L4	CO4
	b.	What can be done to solve this problem?	10	L4	CO4

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