

**Q.P. Code : 61345**

**Fourth Semester M.B.A. (Day) Degree Examination,  
September/October 2020**

*(CBCS – 2014-15 onwards)*

**Management**

**Paper 4.3.1 – STRATEGIC BRAND MANAGEMENT**

*Time : 3 Hours]*

*[Max. Marks : 70*

Answer any **FIVE** questions from the following each carries **5** marks : **(5 × 5 = 25)**

1. Explain the Four Sequence Steps of Branding.
2. Explain the segmentation bases for consumer product.
3. Explain any three negatively co-related attributes and benefits of branding.
4. Explain value pricing with example.
5. Explain with example online brand promotion strategy.
6. What are celebrity endorsements? Why it is a popular strategy in India?
7. Explain different marketing communication options for building the brands and their advantages and disadvantages.

Answer any **THREE** questions from the following each carries **10** marks :

**(3 × 10 = 30)**

8. Explain the positioning guidelines for brand building.
9. How can social media be used in building a brand? Explain with an example.
10. Can every brand achieve Resonance with its customers? Why and why not?
11. Explain Kepler brand identity prism model and brand audit.

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12. Compulsory Question :

(1 × 15 = 15)

A desi brand was introduced into Indian market "Patanjali" Patanjali Ayurved Ltd. Co. Established in the year 2006 with a product category as below :

- (a) Food
- (b) Beverages
- (c) Cleaning agents
- (d) Personal care products
- (e) Ayurvedic medicine
- (f) Fashion.

The manufacturing industries are located at Haridwar and Uttarkhand and registered office at Delhi with Distribution and Retailing Pan India. The company grew as a gaint with in a span of 14 years with predicted revenue to be Rs.20,000.00 crore annually by 2024 and shall be listed in top ten trusted companies of India.

Questions :

- (i) What made Patanjali become the Indian FMCG King?
  - (ii) What strategies made Patanjali a strong successful brand? Discuss.
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