



OP – 255

3.
IV Semester M.B.A. Degree Examination, November 2022
(CBCS – 2014-15 and Onwards)
MANAGEMENT



Paper – 4.3.1 : Strategic Brand Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **5** marks. **(5×5=25)**

1. What are the different stages involved in New Product Development ?
2. What are the factors to be considered by a Brand Manager for selection of a good brand Name ?
3. Describe the Brand Extension at length with proper illustration.
4. Explain the Kepferer Brand Identity Prizm Model.
5. Classify the different types of Brands.
6. Describe briefly the components of Aakers Brand Equity Model.
7. What is a brand endorsement ? Explain the role of celebrities in endorsing the brand.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. A leading hair oil company plans to enter the antiseptic skin cream business in competition with the market leader Boroline. Currently the market in India is valued at INR 129.76 bn in 2021 and is expected to expand at a Compound Annual Growth Rate (CAGR) of 8.22% during the 2021-2025. Period to reach a value of INR 191.09 bn by 2025. Given these circumstances discuss the positioning and Brand building strategies that the company can use.
9. Elaborate the steps in strategic brand management process.
10. Discuss different methods of measuring brand equity.
11. Write short notes on :
 - a) Brand Leveraging techniques
 - b) Brand Architecture.

P.T.O.



SECTION – C

12. **Compulsory – Case study.****(1×15=15)**

Color cosmetics player Modi Revlon plans to take on Garnier, 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 Garnier, 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.

Questions :

- 1) Explain brand strategy of Revlon.
- 2) Critically analyze firm's brand structure. What challenges do you foresee for the firm ?