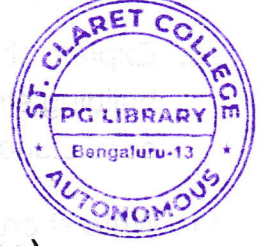




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IV Semester M.B.A. (Day and Eve.) Examination,  
December 2024/January 2025  
(CBCS) (2022-23 and Onwards)

**MANAGEMENT**

**Paper – 4.3.1 : Strategic Brand Management (Marketing)**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** of the following questions. **Each** question carries **5** marks.

**(5×5=25)**

1. Define a product line and explain its importance in product management.
2. Differentiate between brands and products. What are the key attributes that define a brand ?
3. What is Brand Architecture ? How do you build a strong Brand Architecture ?
4. Discuss the significance of branding for consumers and firms.
5. What is brand extension, and how does it differ from brand stretching ?  
Provide examples.
6. What is repositioning ? Discuss the reasons why a company might choose to reposition its brand.
7. Define co-branding and explain its potential advantages and disadvantages.

**SECTION – B**

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

8. Select a brand and apply the Kepferer Brand Identity Prism model to analyze its brand identity. Discuss how the brand communicates each element of the prism to its audience.
9. Explain how perceptual maps are created and used in marketing. Discuss how they can help identify gaps in the market and inform positioning strategies.

P.T.O.



10. Explain the importance of Integrated Marketing Communication (IMC) in building strong online brands. Discuss how IMC strategies can enhance brand consistency across digital platforms.
11. Write short note on :
- Brand Valuation
  - Celebrity Endorsement.

### SECTION – C

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

A food company wants to develop a new soup to enter the healthy soup market. The new soup will consist of vegetables, proteins and fibre. The company wishes to position it as a “Complete Meal”. The company has to compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternatives currently available in the market.

You are the head of the new product committee and the president of the company wants that the launch be successful. You have been asked to think about the Brand Name, its positioning in the market, and other things about its successful launch.

#### **Questions :**

- You have been assigned the task of launching new soup in the market. Discuss various elements of marketing mix at the time of launch.
- How can the new soup brand position itself uniquely as a “Complete Meal” to effectively capture the target market ? What positioning strategies and differentiators can set it apart from competitors ?
- Suggest an appropriate brand name for the new soup you plan to launch in the market.