

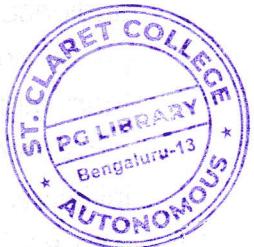
**IV Semester M.B.A. (Day and Eve.) Examination, November/December 2025
(CBCS – 2022-23 and Onwards)****MANAGEMENT****4.3.1 : Strategic Brand Management**

Time : 3 Hours

Max. Marks : 70

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

1. Explain how product market strategies help firms capture target markets.
2. Describe the process and criteria for selecting brand names.
3. Discuss customer-based brand equity.
4. Explain brand positioning and its importance in marketing strategy.
5. Discuss brand licensing and how it can create new revenue streams.
6. Explain the challenges and strategies for effective internal branding.
7. Discuss the role of e-commerce in enhancing brand visibility and sales.

**SECTION – B**Answer **any three** questions. **Each** question carries 10 marks.

(3×10=30)

8. Discuss how companies use market attractiveness and competitive strength to position products in a product-market matrix.
9. Explain Aaker's Brand Equity Model. How can it be applied in evaluating and improving brand performance ?
10. A company wants to reposition its declining soft drink brand. Propose a repositioning strategy and explain how a perceptual map can help identify market gaps and opportunities.
11. Explain the brand audit process. How can it identify strengths, weaknesses and opportunities for a firm.



SECTION – C

12. Compulsory – Case Study. (1×15=15)

Amul, managed by the Gujarat Cooperative Milk Marketing Federation (GCMMF), has been a pioneer in India's dairy industry, building a strong brand through consistent quality, innovative marketing and deep consumer understanding. In 2024, Amul continues to adapt to changing market dynamics by leveraging digital marketing campaigns, social media engagement and influencer partnerships to connect with younger, tech-savvy consumers while retaining its traditional audience. The brand has also responded to recent GST rate cuts by reducing prices on over 700 products, including butter, cheese and ice cream, making them more affordable. Strategic collaborations with regional dairy producers have expanded Amul's product portfolio to cater to diverse regional tastes. Sustainability initiatives such as eco-friendly packaging and green production practices resonate with environmentally conscious consumers, while culturally relevant advertising through the iconic Amul Girl campaigns maintains strong brand recall and emotional connection. Despite challenges from rising competition, raw material costs and the need for continuous innovation, Amul's ability to combine tradition, quality, digital engagement and sustainability has sustained its leadership and loyalty in the Indian dairy market.

Questions :

- Discuss how Amul's branding strategies have evolved to meet changing market dynamics and highlight the key initiatives that have helped maintain its leadership position.
- Analyze the role of digital marketing, cultural advertising and sustainability initiatives in strengthening Amul's brand equity and consumer loyalty.