

M.B.A. (Semester—III) Examination

BRAND MANAGEMENT

Paper—MBA/3205/M

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) Attempt **ALL** the questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (A) Do you agree that the mis-alignment in Brand Identity and Brand Image can weaken the brand ? Justify with suitable examples. 14

OR

- (B) “People have more faith in brands rather than products”. Critically analyse the statement with role and importance of branding. 14

SECTION—B

2. (A) Discuss the process of Brand creation with live examples. 7
(B) ‘LG’ is a major brand in India, having presence in various segments and product categories. Explain the brand portfolio of ‘LG’. 7

OR

- (C) Can Brand Elimination work as a tool for an effective brand management ? How ? 7
(D) The concept of Brand-Product relationship can be applied to the example of brand-‘Maggi’ and product-‘Noodles’. Can you elaborate in detail ? 7
3. (A) Do you agree that managing brands in changing marketing environment is difficult ? Explain. 7
(B) Discuss the brand extension strategy of :
(1) Dettol
(2) Parle. 7

OR

- (C) What is Financial aspects of brands ? State various advantages and disadvantages of financial aspects of brands. 7
(D) “Interbrand approach can be used for brand valuation”. Justify the statement by citing the example of ‘Coca-Cola’. 7

SECTION—C

4. (A) Discuss various reasons behind the need to change Brand personality. Illustrate two live examples explaining the process of change in Brand Personality. 7
- (B) What is brand endorsement ? Explain the role of celebrities in endorsing the brand. 7

OR

- (C) Managing Brand Equity is difficult task. Comment with suitable example. 7
- (D) What is co-branding ? Explain the meaning of the term reach and awareness in co-branding. 7

SECTION—D

5. Clothing retailer Zara will expand online sales to an additional 106 countries through a dedicated online platform, mostly in Africa. Parent firm Inditex announced that the launch means Zara apparel will be available online in 202 countries.

Zara is the main brand of the Inditex group the world's largest apparel retailer. The fashion group also owns brands such as Massimo Dutti, Pull and Bear, Bershka, Stradivarius, Oysho, Zara Home, and Uterque. Zara as of 2017 manages upto 20 clothing collections a year.

Zara's global women's men's and kids collections will be available in a total of 202 markets, under-pinned by the integrated store and online platform. Inditex aims by 2020 to have all its brands, including Massimo Dutti and teen brand Bershka, available online world wide. Online sales at Inditex jumped 41 % in 2017 to reach 10 % of group net sales, although this left it behind some rivals.

- (1) Explain the branding strategies adopted by Inditex to expand globally. 7
- (2) Being the brand manager, how will you promote 'Zara' to make successful and leading brand ? 7