

also inspired by the sea- featuring a twin-tailed siren from Greek Mythology.

As Starbucks celebrates its 40th anniversary, the brand has evolved further. It wants to utilize the potential of its presence in over 16,000 retail outlets across 50 countries to the fullest.

The new Brand Identity gives Starbucks 'Freedom and flexibility' to explore innovation and new channels of distribution that will keep in step current customers and build strong connections with new customers.

- a) Comment on Branding in Retail chain sector specifically coffee shops across world? **7**
- b) Similar to STARBUCKS, the other leading coffee retail chain Brands like CCD, BA RISTA, MOCHA are also popular in India. Identify the causes of their success. **7**



**Paper – 3205 : Brand Management
(New)**

P. Pages : 4

Time : Three Hours

Max. Marks : 70

- Notes : 1. All questions are compulsory.
2. Figures to the right indicate full marks.

SECTION – A

1. a) Why companies opt for Brand Extensions? **14**
Explain strategic framework of Brand extension with suitable examples?

OR

- b) Many consultants feel that all the methods of Brand valuations are not authentic and do not yield adequate results. Do you support this statement? Enumerate your views by considering 'Financial aspect of Brands'? **14**

SECTION – B

2. a) Discuss the various issues in Branding? Which according to you is the most important and why? **7**

- b) Comment on the Brand image of the following Brands in the present Market context by considering consumer mindsets. **7**
- i) FOGG DEOSPRAY.
 - ii) APPLE'S I PHONE.

OR

- c) Explain the concept of Brand identity with respect to prisms and levels? **7**
- d) Comment and explain on the issues of Brand Evolution and hierarchy of the following brands. **7**
- i) Domino's Pizza &
 - ii) Colgate- Palmolive

3. a) Explain in brief various steps in the process of 'Brand Creation'. Give suitable example? **7**
- b) What do you mean by the term 'Brand portfolio'. Comment on the Brand portfolio strategies of the **7**
- i) Camlin Ltd.
 - ii) ITC Ltd.

OR

- c) Outline and justify essential elements of the 'Brand-Product' Relationship? **7**

- d) Explain the Brand Revitalization strategy adopted by the following Brands in Indian Market. **7**
- i) McDonalds.
 - ii) AUDI.

SECTION - C

4. a) What are various ways to position a Brand? Elaborate and discuss with example? **7**
- b) Using AAKER'S Brand personality framework explain Human and emotional centered aspect? **7**

OR

- c) What are the parameters to calculate Brand equity? Explain the significance of Brand equity in mergers & acquisitions? **7**
- d) Discuss in brief with suitable example, Umbrella and Endorsement Branding? **7**

SECTION - D

5. The STARBUCKS story began in 1971 with a single store in Seattle as 'a roaster and retailer of whole bean and ground coffee, tea and spices. The Brand was named after the 'First mate in Herman Melville's Moby Dick'. It evoked the romance of the high seas and the seafaring tradition of the early coffee traders the Logo was