

**M.B.A. Semester-III Examination**  
**BRAND MANAGEMENT**  
**Paper-MBA/3205/M**

Time : Three Hours]

[Maximum Marks : 70

- Note.:**— (1) Attempt **ALL** questions.  
(2) Figures to the right indicate marks.

**SECTION-A**

1. (a) Illustrate the concept of brand image and brand identity. How are they interlinked to each other ? 14

**OR**

- (b) Explain brand identity levels and prism in detail. 14

**SECTION-B**

2. (a) What are various ways to position a brand ? Elaborate. 7  
(b) Patanjali has succeeded in creating a strong brand positioning in the minds of customers. There are some new upcoming brands based on the same theme of herbal or Ayurvedic contents or ingredients in their product line. How should these new brands position themselves so that they stand firm and emerge victorious in market ? 7

**OR**

- (c) What are the precautions to be taken while repositioning a brand ? 7  
(d) Seven Up has been with a strong brand cult in soft drinks market. The root reason was its positioning. When all the soft drinks were being sold on the 'cola' parameter, Seven Up dared to position it as 'the uncola drink'. But today the brand cult has minimised. What are your suggestions to reposition Seven Up ? 7
3. (a) What are the pre-requisites to create a brand for long-run ? 7  
(b) Yezdi and Rajdoot once ruled the Indian roads. These big brand names are nowhere today. But recently trend and craze of cruise bikes and bullets has arrived back in India. This is an opportunity for lost legends like Yezdi and Rajdoot. What do you suggest to revitalize Yezdi and Rajdoot in current era ? 7

**OR**

- (c) What do you mean by brand portfolio ? Explain. 7  
(d) Yamaha's RX 100 was a beloved brand for Indians. Ever today, this old bike co-relates to the sentiments of people. It's really astonishing that RX 100's production has taken a halt since years. Yamaha eliminated this highly sold bike from their portfolio. Do you feel, Yamaha's decision to eliminate RX 100 was right ? Justify. 7

**SECTION-C**

4. (a) How should a brand be managed in a turbulent scene ? 7  
(b) What is brand extension ? Explain. 7

**OR**

- (c) What do you mean by line extension ? Elaborate. 7  
(d) Illustrate financial aspects of a brand in detail. 7

**SECTION-D**

5. For years, a saloon has been a generic thing for Indians. Grooming and personal care was not having a glamorous touch so far. Hair-cut and shaving was a day to day life common thing. But gradually Westernized approach spread in Indian culture. Youngsters turned more careful about their look.

Jawed Habib saw this as an opportunity. A saloon was his parental profession. After completing his hair designing course from the reputed Morris School of Hair Designing, London, he thought of creating a brand in this sector. Well equipped with the basic knowledge and skill of hair designing, Jawed Habib experimented a lot in Indian context. Today, there are around 520 outlets all over the nation. He, himself trains majority of the work force.

If an outlet is not running satisfactorily, he stays in the city for a week or so. Works with the workforce. The news that he is there in the city attracts people. The derailed outlet is back in the flow. He then shifts to some other location.

Jawed Habib is a classic example of how a generic and core service can be modified through various augmentations. There's a lot to happen yet. Future for Jawed Habib is much brighter.

- (a) Analyze the case. 7  
(b) What are your suggestions to further modify and spread the services brand- 'Jawed Habib' ? 7