

University of Mumbai Question Paper
April 2017
Brand Management

Max. Marks : 75

Time : 2.5 Hour

NB. 1. Attempt all questions.

2. Figures to the right indicate full marks.

Q.1. Answer the following (Any two) 15

- a. What is branding? How do we differentiate between brand and a product?
- b. Explain the Customer Based Brand Equity Model with the help of a diagram.
- c. What is brand building? Explain the steps in brand building process.

Q.2. Answer the following (Any two) 15

- a. Explain various criteria for choosing brand elements.
- b. What do you mean by product strategy? Explain perceived quality.
- c. Explain the brand leveraging process with examples.

Q.3. Answers the following (Any two) 15

- a. Explain briefly the qualitative research techniques.
- b. Explain the Young and Rubicam's Brand Asset Valuator Model.
- c. Discuss holistic methods of measuring brand equity outcomes.

Q.4. Answer the following (Any two) 15

- a. What is brand hierarchy? Discuss levels of brand hierarchy.
- b. Define brand extension. Explain its advantages and disadvantages.
- c. Explain how organizations build Global Customer Based Brand Equity.

Q.5. Case Study 15

The practice of oiling hair in India is age old. Oil is associated with nourishment on the one hand and use of shampoo is linked with dryness and damage. The belief is that shampoo typically washes the oil off hair and as a consequence robs hair of its nourishment. To fill this gap Garnier introduced Fructis shampoo plus oil a two-in-one formula-as a

positioning innovation. This move has added a new dimension in the evaluative set of consumers. Different brands sought to occupy positions that catered to surface considerations of consumers like hair softness, dandruff and shine. Fructis took a non-linear approach and created a unique innovative product which is a blend of shampoo and non-sticky oils. Shampoo cleans and oil penetrates hair to nourish it from within.

Questions

- a. What is Brand Positioning? Explain the positioning strategy adopted by Garnier Fructis.
- b. As a Brand Manager how would you revitalize Garnier Fructis. Explain.