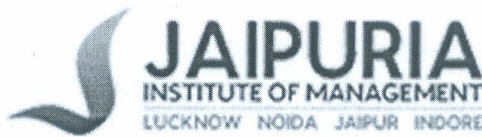


Set-I



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2019-21)
END TERM EXAMINATIONS, January 2021

Course Name	Brand Management	Course Code	MKT 501
Max. Time	2 hours	Max. Marks	40

Instructions: Answer the following questions.

Q1 Building a strong brand is the goal of many organizations. Building a strong brand with significant equity is seen as providing a host of possible benefits. With this keen interest in brand building, two questions often arise: What makes a brand strong and how do you build a strong brand? To help answer both of these questions, we may employ Customer-Based Brand Equity Model.

Discuss Keller’s CBBE Pyramid by incorporating the various brand building blocks. Mention alongside the relevant ‘stages of brand development’. Illustrate with an example of a brand.
(10 marks)

Q2 The story of a successful brand identity is based on people’s interests and preferences. But, in the absence of a significant and transparent identity, a brand will never be able to stand tall in this highly competitive market. To understand this concept better, one needs to understand the Kapferer’s Brand Identity Prism which is perhaps one of the most constructive brand tools, simple to understand and easy to articulate your brand’s identity . By taking an example of your choice discuss brand identity prism and explain the six aspects of Kapferer’s Brand Identity Prism.
(10 marks)

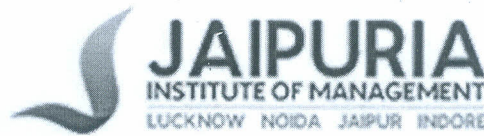
Q3 Often marketers change the name of their brand. For example, UTI Bank was renamed as Axis Bank. Similarly, Lucky Goldstar was renamed as LG. Compare the benefits and the risks of name change? Recommend the communication strategy for the marketer in case of a brand name change?
(8 marks)

Q4. Kingfisher was a dominant brand in the beer category in India. The Kingfisher beer was a popularly priced beer (not premium priced). The brand used to be recognized by the phrase – “King of the good times”. However, the beer could not be officially advertised as Indian laws do

not permit advertising of alcoholic products. A few years ago Kingfisher extended into the airline industry. The Kingfisher Airline was the most luxurious airline in India. They had the most glamorous staff and in-flight hospitality, especially for the business class passengers. Many senior corporate executives shifted to Kingfisher from Jet and Indian Airlines because of the superior experience. The move was widely cheered and the airline established new benchmarks in customer delight. Because of the airline, the brand Kingfisher started acquiring the image of a premium brand. Subsequently, Kingfisher bought Air Deccan, which was a low cost carrier (LCC) and they gave it the name of Kingfisher Red. They had the same dress code for the staff as for the Kingfisher Airline, but they could not afford to give the same quality of in-flight service. Most travelers felt dissatisfied with their experience of flying Kingfisher Red. In the process, Kingfisher's image as a premium brand started getting diluted. Also, the profitability of the airline business suffered because the management could not create 2 separate successful business models for the two sister airlines carrying the same name.

Today, Kingfisher Airlines is in financial mess. The Airline was unable to pay its dues to the fuel companies, the airports, the banks and even their employees. Some experts believe that Kingfisher has landed into this mess because of poor management. However, some other experts feel that extension into the airline business was wrong from the "Brand perspective"; that is why the airlines failed.

Analyze Kingfisher's extension into air travel. What all was wrong right from the brand point-of-view and what all was wrong? Give suitable explanation for your opinion. (12 marks)



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Max. Time	2 hours	Max. Marks	40

Instructions: Answer the following questions.

Q1 A brand must offer satisfaction at the Functional, Experiential and Aspirational levels to its customers before purchase, after purchase (to stimulate repeat buying) and over the long term. Discuss the various ways in which a Management Institute, like Jaipuria Institute of Management, Noida, can provide these 3 aspects to the potential students before they take admission? (9 marks)

Q2. Branding can be analyzed as comprising 3 components:

- Cues (Brand elements) – the set of elements which help identify a brand (color, smells, sounds, advertising, celebrities, price, etc.)
- Meaning – the meanings that can be derived from all the cues taken together
- Performance – whether the performance of products and services is consistent with the projected cues and meaning

From the following set, choose any 2 brands and analyze them on the parameters of Cues and Meaning and show how these work to create a preference among their respective target segments.

- Dove
- Liril
- Lifebuoy

(9 marks)

Q3. The brand value chain is a structured approach to assessing the sources and outcomes of brand equity and the manner in which marketing activities create brand value. The brand value creation process begins when the firm invests in a marketing program targeting actual or potential customers. Finally, the investment community considers market performance and other factors to arrive at an assessment of shareholder value in general and the value of a brand in particular. The model also assumes that a number of linking factors intervene between these stages and determine the extent to which value created at one stage transfers to the next stage. Discuss Brand value chain, explain the different stages by linking factors or multipliers for brand of your choice.

(12 marks)

Q4 Draw Keller's CBBE Pyramid by incorporating the various brand building blocks. Mention alongside the relevant 'stages of brand development'. Elaborate with an example of a brand.

(10 marks)