

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2016-18)

END TERM EXAMINATIONS, JANUARY 2018

SET - A

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

INSTRUCTIONS: All 4 Questions are compulsory

1. 'Brand Extension' is an important tool available with Brand Managers and can result in substantial benefits to the company provided they are well thought out and strategic. Successful examples of 'Brand Extensions' have many common characteristics. Likewise, the failures have largely been because of Brand Managers overlooking / ignoring some basic and well accepted principles of 'Brand Extension'.

Explain the concepts of 'Line Extension' and 'Category Extension' giving at least three examples each. Comment on the statements in the aforesaid paragraph particularly with regard to *'some basic and well accepted principles of 'Brand Extension'* highlighting the advantages and disadvantages / risks of 'Brand Extension' (10 Marks)

2. Brands with a strong equity are no accident – they are a result of thoughtful and imaginative planning and a strategic brand management process. Firms launching a new product need to carefully and creatively craft brand strategies and tactics to maximize the probability of success. Accomplishing the four steps helps to ensure that a brand strategy is put into place that maximizes the potential value of the new product or service.
For example, a large tweet volume and positive sentiment may indicate that the organization has a large and satisfied customer base and strong customer equity, which, in turn, enhances the firm's future cash-flow and stock market performance. An alternative explanation is derived from the brand equity theory (Keller, 2003). According to this theory, a strong brand image and reputation represent critical intangible assets of a firm, influencing the firm's long-term stock value. Previous studies (Keller, 2003 (Keller, , 1993 cited in Blair and Chiou, 2014) argued that attributes, usage occasions, benefits and attitudes are the associations that can be linked to the consumers' brand node. Established brands have the advantage to benefit from higher degrees of brand awareness, more positive images and associations, better perceived quality, and consequently stronger brand loyalty (Aaker, 1991; Keller, 1993; cited in Lee, Lee, and Lee, 2013). These functions can be useful both for customers (placement, guarantee, personalization, practicality, pleasure functions), and for manufacturers (protection, positioning, capitalization). According to Keller (2008) the structure of the brand centers on three fundamental components: the identity component (signs of recognition); the perceptual component (cognitive associations and perceptions) (Peter and Olson, 1987); and the trust component (confirmation of expectations). The brand relational dimension, meanwhile, derives from the continuation of work on brand equity and on the process of creating abstract associations, with current research aiming to consider the brand as a symbolic entity with which the consumer maintains an interpersonal relationship (Aaker, 1997; Fournier, 1998)

(Source : https://www.researchgate.net/publication/312450098_Strategic_Brand_Management_Process)

The '**Strategic Brand Management Process**' is defined as involving four main steps. Mention the four steps and briefly explain any one of these steps. (5+5 = 10 Marks)

Given the ever expanding number of brands and fragmentation of media, what, in your opinion, are the major '**Branding challenges and opportunities.**' (5 Marks)

3. Value chain analysis focuses on analyzing the internal activities of a business in an effort to understand costs, locate the activities that add the most value, and differentiate from the competition. To develop an analysis, Porter's model outlines primary business functions as the basic areas and activities of inbound logistics, operations, outbound logistics, marketing and sales, and service. The model also identifies the discrete tasks found in the important support activities of firm infrastructure, human resources management, technology, and procurement.

The overall goal of value chain analysis is to identify areas and activities that will benefit from change in order to improve profitability and efficiency.

(source : <https://www.smartsheet.com/everything-you-need-to-know-about-value-chain-analysis>)

Explain in detail the Brand Value Chain construct giving suitable examples from the FMCD industry.

(10 Marks)

4. It has been argued that virtually anything or everything can be and has been branded. Discuss this Statement with examples from FMCG, Services, Retail, and online Businesses. (5 Marks)