

USN

Course Code M B A M M 4 1 2

Fourth Semester MBA Degree Examinations, August 2026

STRATEGIC BRAND MANAGEMENT

Duration: 3 hrs

Max. Marks: 100

- Note:**
1. Answer any FOUR full questions from Question No. 1 to 7.
 2. Question No. 8 is compulsory
 3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBT:CO:PO)</u>
1	a. Define the term “Brand” and mention any three advantages of branding to a firm.	03	(1:1:1)
	b. Explain the various functions performed by a brand for a consumer, bringing out its role as a source of competitive advantage.	07	(2:1:1)
	c. Illustrate, with examples of strong Indian brands, how brands are created through goods, services, people, organizations, retail stores, places, online businesses, entertainment and ideas, and outline the challenges faced by brand builders today.	10	(2:1:1)
2.	a. List the meaning and sources of Brand Equity.	03	(1:3:4)
	b. Describe the Customer based Brand Equity building blocks (Keller's CBBE pyramid) with a neat diagram.	07	(2:3:4)
	c. Interpret the concept of Brand Identity and the Brand Identity Prism, bringing out the dimensions of brand identity and the need for identity and positioning for a brand of your choice.	10	(2:3:4)
3.	a. Identify the criteria for choosing brand elements.	03	(1:3:4)
	b. Outline the guidelines and procedure to be followed while naming a brand.	07	(2:3:4)
	c. Classify the various brand elements, bringing out their benefits, and show how secondary brand knowledge can be leveraged to build brand equity.	10	(2:3:4)
4.	a. Recall the meaning of Brand Extension and Brand Transfer.	03	(1:2:3)
	b. Discuss the concept of Brand Hierarchy and the different branding strategies adopted by companies.	07	(2:2:3)
	c. Compare “imitation vs. later market entry,” bringing out the kinds of brand imitation, the factors affecting it, first-mover advantages and free-rider effects.	10	(2:2:3)
5	a. State the meaning of Brand Value and the stages in the Brand Value Chain.	03	(1:3:4)

	b.	Summarize the qualitative and quantitative techniques used for measuring Brand Equity.	07	(2:3:4)
	c.	Differentiate between the comparative methods and holistic methods used to measure the outcomes of brand equity.	10	(2:3:4)
6.	a.	Mention the meaning of Global Branding and its benefits.	03	(1:4:2)
	b.	Apply the pathways and guidelines for taking a brand global to a company of your choice.	07	(3:4:2)
	c.	Analyse the barriers to globalization and the managerial blockages faced by companies while making their brands global, using an example of an Indian brand that has gone global.	10	(3:4:2)
7.	a.	Name the factors that make luxury a relative concept.	03	(1:5:5)
	b.	Examine the distinction between Luxury Goods and Luxury Brands and the significance of luxury brands in the global market.	07	(3:5:5)
	c.	Design strategies for a luxury brand to sustain its equity in a global market, taking into account the psychological phenomena associated with luxury purchase.	10	(3:5:5)

8.

Case Study

Rangoli Foods Ltd. started as a small regional player in South India, known for its traditional snacks under the brand name “Rangoli.” Over three decades the brand built strong local loyalty through consistent quality and taste. With rising disposable incomes and health-conscious millennials, the company recently launched “Rangoli NXT” a premium, low-oil snack range targeted at urban youth, priced 40% higher than the flagship brand. Early sales indicate that the new range is cannibalizing the parent brand rather than attracting fresh customers, and market surveys show that consumers are confused about what “Rangoli” now stands for. The board is now debating whether to extend the brand overseas to NRI markets in the US and UK, positioning it as an “authentic Indian” gourmet snack, or to first fix the domestic brand confusion.

a.	Assess the branding strategy adopted by Rangoli Foods for its NXT range and the risks of brand extension illustrated in the case.	10	(3:2:3)
b.	As a brand consultant, develop a strategic roadmap for Rangoli Foods to resolve the domestic brand confusion and to enter the global market.	10	(3:5:5)

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