Register Number:

DATE:

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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA/BBASF – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

**(Examination conducted in July-August 2022)**

**BBA DEM 6519: Strategic Brand Management**

Time- 2 ½ hrs Max Marks-70

**This paper contains \_\_\_\_\_ printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. List any two importance of Brand Management.
2. What is Brand Equity?
3. What is licensing?
4. What is Brand Personality?
5. What is Brand Rejuvenation?
6. What are Heritage Brands?

**Section B**

**II.** Answer ***any three*** of the following (**3x5 = 15 Marks)**

1. Briefly explain Brand Extension.
2. Explain Brand building in Indian context.
3. Briefly explain Brand Architecture.
4. Explain points of parity and points of difference.

**Section C**

**III.** Answer ***any two*** of the following (**2x15 = 30 Marks)**

1. Write shortnotes on:

a) Co-Branding.

b) Celebrity Endorsement.

c) Luxury Brands

d) Service Brands.

e) TOM recall Brands.

1. Explain the importance of Integrated Marketing Communication in building the brand. Also explain managing brands over time.
2. Explain managing brand equity in detail.

**Section D**

**III. Answer the following (1x15=15 Marks)**

1. The McCain example provides another illustration of the difficulty inherent in brand extension. McCain is a Canadian company, operating worldwide, with three branches: frozen fries (it supplies McDonald’s throughout the world), frozen pizzas, and soft drinks. In 1998, noting the rising popularity of tea-based drinks in the soft drinks market, it decided to launch an ice tea, Colorado by McCain. The firm justified its choice of an endorsing brand architecture by the over prominence of the ‘raw’ product’s image (in light of the previous launch of McCain fries and pizzas in the relevant countries). Consumers were therefore intended to ask for the Colorado tea drink, with its intangible youthful Tex-Mex connotations, thus fitting it into the overall American brand identity. The marketing team was not limiting itself to image. Mindful of the competitive nature of the market, it also created a highly differentiated product embodying an essential McCain identity trait: generosity. As a result, the can of tea contained 33 cl instead of the competitors’ usual 25 cl. This decision was based on sound logic: it differentiated the extension in terms of the brand’s equities, both intangible and tangible. Sadly, this was also one of the causes of the extension’s failure.
2. Explain your views about the case. **( 5 marks )**
3. Design a strategy for Mc Cain. **( 10 marks )**