

TB154675A

Reg. No:

Name:

BMS DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV – CORE COURSE (INTERNATIONAL BUSINESS)
CO4B10TB – INTRODUCTION TO BUSINESS AND BRANDS

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark.

1. What is the difference between a Product and a Brand?
2. What is relationship marketing?
3. What is your understanding of *Point of Parity* and *Point Of Difference*?
4. What is a Brand Portfolio?
5. What is Brand revitalization?
6. What is a Perceptual Map?

(6x1=6)

PART B

II. Answer any seven questions. Each question carries 2 marks

7. Differentiate between line extension and brand extension citing examples.
8. What is a Positioning Statement? Provide a positioning statement for a brand of your choice.
9. Differentiate between manufacturer's brand and private label.
10. Differentiate between Push marketing and Pull marketing with an example.
11. What do you mean by celebrity endorsement of brands? Cite an example.
12. Give one example each of successful and failed brand extensions by companies in the Indian market.
13. What are the global challenges in branding?
14. What is the difference between brand reinforcement and brand revitalization?
15. Explain the functional requirements of product packaging.
16. What is the difference between copyright and trademark?

(7x2=14)

PART C

III. Answer any five questions. Each question carries 6 marks

17. Explain types of branding with examples
18. Ponder over the challenges to brand management in these modern times.
19. What do you mean by brand equity? Enumerate some strategies firms can use to build brand equity.
20. Way back in 2005 at a time when the premium space was vacant in the Indian biscuit market, ITC focused on the premium cookies and cream segment by positioning Sunfeast Dark Fantasy as a premium biscuit brand housed in world class packaging. Use this example to explain the importance of packaging in branding process.

21. Explain how Colgate has resorted to benefit segmentation in the Indian market.
22. What are the essential characteristics of a strong brand?
23. Brands such as Allen Solly, Peter England and Louis Philippe have foreign sounding names but are actually of Indian origin. What could be the logic behind this branding strategy in premium apparels?
24. What are the advantages of Global Marketing for a firm ?

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks

25. Dove, one of the well known soap brands from the house of Unilever has forayed into baby care products recently under the brand name 'Baby Dove'. Interestingly, Dabur, which entered the baby care space in early 2016, also operates under the umbrella brand Dabur Baby. Currently, Johnson & Johnson is the undisputed market leader in the baby care segment with a whopping market share of 74% with its nearest competitor, Dabur far behind at just 10%. The company reckons that the market with one large player dominating will definitely have space for a competitor. Considering that Dove has always been positioned as a mild soap with 1/4 moisturiser, the company believes it is an ideal candidate to challenge J&J whose brand equity among consumers is enviable by any standards. The positioning of the extended range is the same as that of the parent Dove brand. Demand for baby and child-specific products is expected to grow exponentially due to a number of factors, including rising disposable incomes, the increasing number of nuclear families in urban centres, rising awareness of baby and child-specific products, and the expected rapid growth of modern retailers.
 - a. Comment on HUL's branding strategy with reference to Baby Dove.
 - b. How must HUL go about building the new brand?
26. Enumerate the various means of Brand building using new-age media citing examples from the corporate world.
27. Discuss the salient features of the Customer Based Brand Equity Model with the help of an example from the corporate world.
28. Patanjali Ayurved continues to take the market by storm giving major FMCG and consumer goods companies – like HUL, Dabur, Colgate Palmolive etc – a run for their money. It has registered a turnover of Rs 5,000 crore in 2016 and expects to hit Rs 10,000 crore in 2017. What are the different strategies adopted by Patanjali for brand promotion?

(2x15=30)