

# SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

## DEPARTMENT OF MANAGEMENT STUDIES

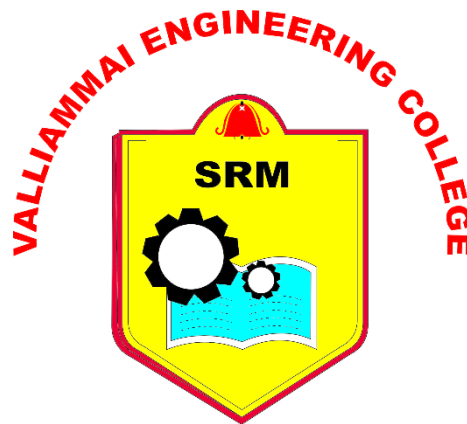
### QUESTION BANK

#### III SEMESTER

#### 1915303 –BRAND MANAGEMENT

Regulation – 2019

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Prepared by

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**UNIT – I – INTRODUCTION****SYLLABUS:**

Basic understanding of Brands – Definitions – Branding Concepts – Functions of Brand – Significance of Brands – Different Types of Brands – Co-branding – Store brands.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1.	Define Brand.	Level 1	Remembering
2.	Distinguish between global brands and national brands.	Level 2	Understanding
3.	Identify 6 stages of brand evolution?	Level 3	Applying
4.	List the levels of brand.	Level 1	Remembering
5.	Interpret the concept of Co-branding and branding.	Level 2	Understanding
6.	Identify the characteristics of successful brands.	Level 3	Applying
7.	What are value brands?	Level 1	Remembering
8.	Compare product and brand.	Level 2	Understanding
9.	Write a short note on Co-branding?	Level 3	Applying
10.	What are unbranded goods?	Level 1	Remembering
11.	How brand identity is understood?	Level 2	Understanding
12.	Show the importance of branding to the customer.	Level 3	Applying
13.	Define Co-branding.	Level 1	Remembering
14.	Interpret the essential criteria of successful brands.	Level 2	Understanding
15.	State the meaning of Attribute Brand?	Level 3	Applying
16.	List the types of brands.	Level 1	Remembering
17.	Classify brand under ownership.	Level 2	Understanding
18.	Classify the levels of brand.	Level 3	Applying
19.	Define branding.	Level 1	Remembering
20.	What are the functions of a brand?	Level 2	Understanding
21.	What are the pricing strategies of store brands?	Level 3	Applying
22.	What are the characteristics of Good Brand name?	Level 1	Remembering
23.	What is meant by Brand Personality?	Level 2	Understanding
24.	What are Private labels?	Level 3	Applying

**PART- B**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1.	Explain evolution of brand and nature of brand in detail.	Level 2	Understanding
2.	Describe the levels of brand with examples.	Level 1	Remembering
3.	Explain in detail about the functions of Brand.	Level 2	Understanding
4.	Describe the different types of brands with suitable examples.	Level 1	Remembering
5.	How would you show your understanding of essential criteria of successful brands?	Level 3	Applying
6.	Explain basic branding concepts in detail.	Level 2	Understanding
7.	Define branding. Why branding is significant in current marketing scenario?	Level 1	Remembering
8.	How would you summarize the concept system view of brands?	Level 2	Understanding
9.	Identify the principles of branding, which are useful when creating a product.	Level 3	Applying
10.	"People have more faith in brands rather than products". Examine this statement with role and importance of branding.	Level 4	Analyzing
11.	How would you describe the process branding a product in detail?	Level 1	Remembering
12.	Explain in detail the challenges and opportunities in branding.	Level 2	Understanding
13.	Analyze the importance of branding?	Level 4	Analyzing
14.	How would you describe the process of branding?	Level 1	Remembering
15.	How would you show your understanding of co-branding strategies? Identify the factors to be considered in co-branding?	Level 3	Applying
16.	How would you summarize the concept of store brands?	Level 2	Understanding
17.	Discuss the concept of store brands. Explain advantages and disadvantages of store brands.	Level 4	Analyzing

PART - C			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	Discuss the statement “Private label producer can offer lower prices than retailers.”	Level 5	Evaluating
2.	As a brand manager what is your strategy towards branding of Sports, Arts and Entertainment?	Level 5	Evaluating
3.	<p>The case provides a detailed description of how Tamil Nadu, a small state situated in south India built a global reputation as a 'brand' over the years, as a tourist destination. The state's humble beginnings and its gradual attainment of the position of the world's top 10 paradises is explored in this case. The different marketing initiatives and media mix used by the state for tourism promotion have been examined. The case also touches on the difference between the attempt to brand India as a tourist destination and Kerala's initiatives to brand itself and attract tourists.</p> <p><b>Questions:</b> Understand the importance of branding a place to successfully promote it as a tourist destination.</p>	Level 6	Creating
4.	<p>Consumer preferences and Co-branding brings us to the issue of how relevant component branding is to consumer choice and preference. For a customer to make his purchase decision based on the branded component, the latter should be an important part of the final product as in the case of microprocessors or even car tyres. This is when the seller can get away with charging price premiums, but at times the branded component is so important that the consumer is willing to consider other final products with the same branded components. This is a case of asymmetry in gains and losses when the component becomes more important than the product. Another danger is that of bundling two brands of which the customer likes and prefers one brand but has negative feelings over the other. As a result, the equity could get eroded significantly. The question is, can a strong brand help to tide over the negative attitude, and may result in a change of attitude over the other. Hence, the following questions are becoming very critical to decide the issue</p> <p>a. When does a consumer actually prefer branded components?</p> <p>b. What are the optimal pricing methods (including premium)?</p> <p>Post-alliance attitude towards both the brands?</p>	Level 6	Creating

5.	What is co branding? What type of companies can draw benefit from co-branding . Also mention different types of co-branding.	Level 5	Evaluating
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## UNIT – II: BRAND STRATEGIES

### SYLLABUS:

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand Value Chain– Brand vision – Brand Elements – Logos and Symbols – Branding for Global Markets – Competing with foreign brands.

### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	Define Brand Management.	Level 1	Remembering
2.	What is the main idea of brand identity?	Level 2	Understanding
3.	Identify the importance of the brand image.	Level 3	Applying
4.	Classify brand elements.	Level 1	Remembering
5.	List few examples of a strong brands?	Level 2	Understanding
6.	Interpret the Role of brand managers?	Level 3	Applying
7.	What is CBBE Model.	Level 1	Remembering
8.	What is meant by POPs and PODs.	Level 2	Understanding
9.	List the benefits of Global Branding?	Level 3	Applying
10.	Define brand mantra.	Level 1	Remembering
11.	Define core brand values and brand value.	Level 2	Understanding
12.	What is URLs?	Level 3	Applying
13.	What example can you state for strong Indian Brands?	Level 1	Remembering
14.	What is meant by brand building?	Level 2	Understanding
15.	List the stages in strategic brand management process.	Level 3	Applying
16.	Interpret the importance of brand positioning.	Level 1	Remembering
17.	Define brand elements.	Level 2	Understanding
18.	Compare brand positioning and product positioning.	Level 3	Applying
19.	Classify the ways in competing with foreign brands.	Level 1	Remembering
20.	What is brand mantra / brand essence? Give an example.	Level 2	Understanding
21.	Define brand vision.	Level 3	Applying

22.	Define brand positioning.	Level 1	Remembering
23.	State the assumptions of brands have vision?	Level 2	Understanding
24.	Identify factors favoring global branding.	Level 3	Applying

<b>PART- B</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1.	Describe the elements of brand management.	Level 2	Understanding
2.	Elaborate the various stages in the strategic brand management process.	Level 5	Evaluating
3.	Explain the different branding strategies to be followed when a product is marketed globally. Critically examine the branding for global markets in detail?	Level 2	Understanding
4.	What are the characteristics of strong brands?	Level 1	Remembering
5.	Describe steps for building strong brands.	Level 1	Remembering
6.	Explain six strong brand building blocks with a diagram.	Level 2	Understanding
7.	Highlight the 3Cs of positioning. Explain the components of Brand Positioning.	Level 1	Remembering
8.	How would you show your understanding of process of Brand Positioning?	Level 3	Applying
9.	Describe the Brand Positioning strategies in detail.	Level 1	Remembering
10.	How would you show your understanding of components of brand value? List the factors in building brand value.	Level 3	Applying
11.	How would you evaluate the various methods of brand valuation in the Indian Context? Explain how to choose the valuation method.	Level 5	Evaluating
12.	Explain components of brand vision and list the criteria for a good brand vision.	Level 2	Understanding
13.	Describe the criteria for choosing brand elements. Explain in detail on options and tactics for brand elements.	Level 1	Remembering
14.	Explain the characteristics of successful global brands. Describe global branding strategies.	Level 2	Understanding
15.	Describe global marketing programmes. List the factors favoring global branding.	Level 1	Remembering
16.	Categorize the best ways to compete with foreign brands? Discuss.	Level 4	Analyzing
17.	With examples explain the strategies adopted by the marketers of Indian Brands when competing with foreign brands.	Level 2	Understanding

PART - C			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	Categorize how a local brand can compete with foreign brands?	Level 4	Analyzing
2.	Elaborate how brand names have become generic terms with illustration. List why Logos and Symbols are important in branding.	Level 5	Evaluating
3.	Examine the branding for global markets. Explain the various branding strategies to be followed when a product is marketed globally.	Level 4	Analyzing
4.	A leading firm in the fast-moving consumer goods sector found out through research that there is a vast potential in the brand flour (atta) market that could be tapped. On the basis of this the company decides to enter the market. Discuss the process of designing the brand positioning strategy for the product.	Level 4	Analyzing
5.	<p>The case “Pearl River Piano – Tuning into the Global Market,” describes the growth of China based Guangzhou Pearl River Piano Group Ltd. (PRGP) from a small Chinese piano manufacturer to the world’s largest manufacturer of pianos. The case starts out by mentioning the company’s gradual development as a result of the booming Chinese economy. Then it provides details about the initiatives undertaken by its illustrious CEO, Tong Zhi Cheng, to improve the quality of the pianos and make them appealing to a global market.</p> <p><b>Questions:</b></p> <p>1. Identify the various methods of making a market entry into a mature market.</p> <p>2. Explain the importance of quality and price in providing unique competitive advantages.</p> <p>Describe the means of increasing brand image.</p>	Level 6	Creating

UNIT – III: BRAND COMMUNICATION			
<b>SYLLABUS:</b>			
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	Define brand image.	Level 1	Remembering
2.	Differentiate B2B brand promotion from B2C brand promotion.	Level 2	Understanding
3.	Identify the role of celebrities in brand building.	Level 3	Applying
4.	Categorize brand endorsement.	Level 1	Remembering
5.	What is the concept of brand ambassador?	Level 2	Understanding

6.	Interpret the importance of branding to the firm.	Level 3	Applying
7.	What is brand communication?	Level 1	Remembering
8.	Compare brand image and brand identity.	Level 2	Understanding
9.	List the different types of brand image?	Level 3	Applying
10.	What are the three dimensions of brand image?	Level 1	Remembering
11.	Mention the importance of segmentation helps to build brand loyalty?	Level 2	Understanding
12.	Justify the roles of brand ambassador.	Level 3	Applying
13.	Define online brand promotion.	Level 1	Remembering
14.	Distinguish between brand ambassador and celebrity endorsement.	Level 2	Understanding
15.	State the benefits of brand promotion?	Level 3	Applying
16.	Conclude your understanding on the influences of celebrity endorsements on consumer?	Level 1	Remembering
17.	Classify the various brand promotion methods?	Level 2	Understanding
18.	List the options a brand manager has to promote his brand online.	Level 3	Applying
19.	What is celebrity endorsement & loyalty programmes?	Level 1	Remembering
20.	Define brand loyalty.	Level 2	Understanding
21.	Who are brand ambassador?	Level 3	Applying
22.	Give the meaning of online brand promotion.	Level 1	Remembering
23.	Compare brand identity and brand image.	Level 2	Understanding
24.	List types of brand image.	Level 3	Applying

<b>PART- B</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1.	What are the types of brand image? Analyze the process of building brand image.	Level 1	Remembering
2.	Explain factors affecting brand image.	Level 2	Understanding
3.	How would you show your understanding on criteria for promotion programmes.	Level 2	Understanding
4.	Classify the various methods for brand promotion.	Level 5	Evaluating
5.	Explain the different types of brand loyalty and levels of brand loyalty.	Level 2	Understanding
6.	Explain the different categories of brand loyalty programmes.	Level 2	Understanding



7.	Explain the concept Brand Promotion. Also state the 5 keys to create a successful online promotion.	Level 2	Understanding
8.	Explain the role / importance of Brand Ambassador.	Level 2	Understanding
9.	What are the criteria for a good Brand Ambassador?	Level 1	Remembering
10.	Explain role of celebrities. List the advantages of celebrity endorsements.	Level 2	Understanding
11.	Explain how effective brand loyalty programmes in brand communication?	Level 2	Understanding
12.	How would you describe the influence of celebrity endorsements on consumer?	Level 2	Understanding
13.	Outline the components of online brands. Identify benefits of online brand promotion.	Level 2	Understanding
14.	What are the guidelines for online brand promotion? List the challenges in online branding.	Level 1	Remembering
15.	Explain role of online brand promotion. List the avenues available for online brand promotion in social media.	Level 2	Understanding
16.	Categorize the stages involved in building online brands.	Level 4	Analyzing
17.	Summarize the stages involved in promoting brands online. List the key factors for building brands online.	Level 2	Understanding

<b>PART - C</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1.	Brand ambassadors are generally useful for only certain brands. Do you agree? Discuss.	Level 4	Analyzing
2.	“Brand Promotion is an integral part of Marketing” – Illustrate your answer as to why is Brand Promotion required? Explain the various Brand Promotion Methods.	Level 4	Analyzing
3.	The case revolves around the decision of Kentucky based-bourbon company, Maker’s Mark, to dilute the alcohol content of its iconic product, and the subsequent roll-back of the decision following a backlash from its loyal customers. The whole incident was likened to what is considered the biggest marketing fiasco of Coca-Cola Company, which reformulated its existing product in 1985 and introduced a New Coke. The Coca-Cola fiasco is considered to be a part of marketing folklore. Maker’s Mark had created and created a	Level 6	Creating

	<p>brand and cultivated a loyal customer base. In addition to its Ambassador Loyalty Program, the company had relied heavily on online and offline word-of-mouth marketing. Moreover, the bourbon maker had evolved from a no-marketing company to a promotion savvy one.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Analyze the company's decision to dilute the product, and its response to the consumer backlash that followed.</li> <li>2. Discuss whether the decision of Maker's Mark was a public relations fiasco or a clever marketing stunt.</li> </ol>		
4.	<p>The case examines the marketing strategies adopted by the leading Indian herbal healthcare company Himalaya Drug Company (HDC) in the late-1990s, particularly the advertisement campaign for its personal care product range 'Ayurvedic Concepts.' The case explores the company's efforts on R&amp;D, product development and retailing fronts to change the perception of Indian consumers about the contemporariness of Ayurveda for health care. The case also explains rationale behind HDC's decision to bring all its brands under an umbrella brand 'Himalaya'.</p> <p><b>Questions:</b> Explain the issues involved in building the brand image of a product like Ayurvedic Concepts and the role of advertising in building the brand image.</p>	Level 6	Creating
5.	<p>David Beckham was one of the most popular soccer stars in the late 1990s and the early 21st century. His amazing ability to score from free kicks coupled with his good looks earned him a lot of admirers in Europe and Asia. He was also one of the most sought after celebrities to endorse products and a number of important companies vied to sign him on for endorsements. Born of middle class parents, David Beckham was obsessed with football from his childhood and always dreamed of playing professionally. He was signed up by Manchester United, one of the most popular football clubs in Europe, first as a trainee and later, as a full-fledged member of the club. Beckham quickly made a name for himself, with his signature free kicks where he had the ability to curve the ball in the air towards the goal, misleading defenders and goal keepers. Beckham and his wife, Spice Girl Victoria Adams were fashion icons in the UK and merited a lot of tabloid coverage. They were also sought after endorsers of a number of products.</p>	Level 6	Creating

	<p>Questions:</p> <p>i. Describe the reasons behind the trend of using celebrities to endorse products and the benefits that a company obtains by doing so.</p> <p>ii. Discuss how certain celebrities signify certain values and the role they play in creating new trends in the market.</p>		
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#### UNIT – IV: BRAND EXTENSION

**SYLLABUS:**

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

#### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	What are the reasons for brand failure?	Level 1	Remembering
2.	Compare line extension and brand extension.	Level 2	Understanding
3.	State the concept Brand adoption?	Level 3	Applying
4.	Classify the major types of Brand Extension.	Level 1	Remembering
5.	Compile the various Re-branding strategies?	Level 2	Understanding
6.	Justify the ways of Re-launching brands.	Level 3	Applying
7.	What is meant by Counter-Takeover Re-branding.	Level 1	Remembering
8.	Summarize the advantages of brand extension.	Level 2	Understanding
9.	Identify some examples for brand re-launching.	Level 3	Applying
10.	What do you think about product rebranding?	Level 1	Remembering
11.	Categorize the various brand adoption practices.	Level 2	Understanding
12.	Can you assess why re-launch is required?	Level 3	Applying
13.	What is meant by Re-branding?	Level 1	Remembering
14.	Compare launching and re –launching.	Level 2	Understanding
15.	Give the meaning of outside category extension?	Level 3	Applying
16.	Conclude your understanding on Re- launching.	Level 1	Remembering
17.	List few examples of products Re- branding.	Level 2	Understanding

18.	Compare re-branding and re-launching.	Level 3	Applying
19.	List the challenges faced in branding.	Level 1	Remembering
20.	Define brand extension.	Level 2	Understanding
21.	What is retro branding?	Level 3	Applying
22.	List factors influencing decisions for extension of brands.	Level 1	Remembering
23.	Categorize the various reasons of re-branding.	Level 2	Understanding
24.	List few examples of products Re-launching.	Level 3	Applying

**PART- B**

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	List the reasons of re-branding.	Level 1	Remembering
2	Explain the various factors which are influencing the decision for extension.	Level 2	Understanding
3	Outline the guidelines for extension of brands. List the factors to be avoided while extending a brand.	Level 3	Applying
4	Examine the various Brand Adoption practices.	Level 4	Analysing
5	Discuss the different types of brand extensions.	Level 5	Evaluating
6	Analyze the characteristics of brand adoption practices.	Level 6	Creating
7	List the factors influencing the brand adoption process.	Level 1	Remembering
8	Outline the Model / Process of brand adoption?	Level 2	Understanding
9	How would you understand brand extension approaches?	Level 3	Applying
10	How would you explain the Re-branding you have seen in the market? Is it success or failure? Why?	Level 4	Analysing
11	Explain the stages in adoption process in detail.	Level 1	Remembering
12	Explain the reasons for re-launching.	Level 2	Understanding
13	Identify the various advantages and disadvantages of brand extension.	Level 3	Applying
14	Outline the ways in which brands can be re-launched?	Level 2	Understanding
15	How can a re-launch be successful?	Level 1	Remembering
16	What are the types of re-branding strategies?	Level 1	Remembering
17	How would you describe the process of re-branding?	Level 2	Understanding

**PART - C**

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	<p>Nestlé India Ltd. (NIL), the Indian subsidiary of the global FMCG major, Nestlé SA, introduced the Maggi brand in India in 1982, with its launch of Maggi 2 Minute Noodles, an instant noodles product. With the launch of Maggi noodles, NIL created an entirely new food category - instant noodles - in the Indian packaged food market. Because of its first-mover advantage, NIL successfully managed to retain its leadership in the instant noodles category even until the early 2000s. Over the years, NIL extended the Maggi brand to a variety of culinary products like soups, sauces and ketchups, and cooking aids among others. However, these product extensions were not as successful as the instant noodles. In 2005, NIL started offering a range of new 'healthy' products under the Maggi brand, in a bid to attract health-conscious consumers. This case looks at the various phases in the product life cycle of Maggi noodles in India. It talks about the various measures taken by NIL to keep the Maggi brand fresh in the minds of Indian consumers. The case also talks about the various extensions of the Maggi brand and tries to analyze why only the sauces and ketchups category, among all the other product extensions, managed to succeed.</p> <p>It further discusses the measures taken by NIL to reposition Maggi as a 'health product'. The case ends with a discussion whether NIL would be successful in sustaining this new image for Maggi in the market.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>i. Explain the strategies undertaken by a major FMCG company to create and establish a new product category.</li> <li>ii. Study the issues involved in brand extensions.</li> <li>iii. Describe the strategies adopted by an FMCG major in repositioning a popular brand.</li> </ol>	Level 6	Creating
2.	How will you decide how much of to be Re-Branded?	Level 4	Analysing
3.	As a manager explain what are the ways in which Re-launching of brands can be done.	Level 4	Analysing
4.	Brand extension is certainly a way in which the brand can be made	Level 4	Analysing

	much stronger but it also has the potential to dilute the brand equity or cannibalize sales of the parent brand. Too much brand extension that we see nowadays could be viewed as indicative of poor brand practice. Questions: What are the ways in which a brand can be extended?		
5.	Brand is built in the minds of people. Do you agree? Explain this in context in “Asian paints.”	Level 4	Analysing

### UNIT – V: BRAND PERFORMANCE

#### **SYLLABUS:**

Measuring Brand Performance – Brand Equity Management – Global Branding strategies – Brand Audit – Brand Equity Measurement – Brand Hierarchy – Brand Leverage - Role of Brand Managers – Corporate Branding – Branding challenges & opportunities.

#### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	Define brand equity.	Level 1	Remembering
2.	What is input-throughput-output model?	Level 2	Understanding
3.	Identify the drivers of brand equity.	Level 3	Applying
4.	What do you think about brand performance?	Level 1	Remembering
5.	Can you assess the opportunities for brand manager in global market?	Level 2	Understanding
6.	Interpret the necessity of brand awareness?	Level 3	Applying
7.	List three challenges which brand managers face in the current market environment.	Level 1	Remembering
8.	Compare brand revitalization and symbolic brand.	Level 2	Understanding
9.	Identify the need of a brand manager?	Level 3	Applying
10.	What do you think about Brand Hierarchy?	Level 1	Remembering
11.	Compile your views on brand value chain.	Level 2	Understanding
12.	List the global branding strategies?	Level 3	Applying
13.	List any four role of brand manager.	Level 1	Remembering
14.	Explain brand leverage.	Level 2	Understanding
15.	How would you show your understanding of the term brand audit?	Level 3	Applying
16.	How would you measure brand performance?	Level 1	Remembering

17.	What is Corporate Branding?	Level 2	Understanding
18.	Illustrate with example the concept of brand personality.	Level 3	Applying
19.	What is meant by brand equity management?	Level 1	Remembering
20.	Define Brand Audit.	Level 2	Understanding
21.	List the factors measuring brand performance.	Level 3	Applying
22.	Define brand equity management system.	Level 1	Remembering
23.	What is brand tracking.	Level 2	Understanding
24.	What is ZMET.	Level 3	Applying

**PART- B**

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What are the qualitative measures for measuring the sources of brand equity?	Level 1	Remembering
2	Discuss the quantitative measures for measuring the sources of brand equity.	Level 2	Understanding
3	What is Aaker's Model of brand equity? Explain.	Level 1	Remembering
4	Analyze the Keller's Model of brand equity in detail.	Level 4	Analysing
5	Explain the sources of brand equity and drivers of brand equity.	Level 2	Understanding
6	How will you evaluate the process of establishing brand equity management system in detail?	Level 5	Evaluating
7	Define brand value chain and discuss any three elements which lead to increased shareholder value.	Level 1	Remembering
8	Explain the brand audit. List steps of brand audit.	Level 2	Understanding
9	Conceptualize the brand leverage process. Also highlight the importance of brand leveraging.	Level 3	Applying
10	Explain the role of brand managers.	Level 2	Understanding
11	Describe the skills of successful brand manager.	Level 1	Remembering
12	List the branding challenges and opportunities faced by a brand manager in sustaining brands and lead to successful brand management.	Level 2	Understanding
13	Outline the characteristics required for a successful brand manager.	Level 2	Understanding
14	Explain value stages of brand value chain in detail.	Level 1	Remembering
15	What to track? How to conduct tracking studies.	Level 1	Remembering
16	Explain methods of measuring outcomes of brand equity.	Level 2	Understanding
17	Describe factors measuring brand performance.	Level 2	Understanding

**PART - C**

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	<p>This case discusses the evolution and growth of the brand management system of the US based FMCG major -Procter &amp; Gamble (P&amp;G). It describes in detail how the 'brand management' in the 1940s evolved into 'category management' in the 1980s, as the brand portfolio of P&amp;G expanded. Finally, the case focuses on how category management is gradually evolving into 'cohort management' at P&amp;G in the initial years of the new millennium. The case also examines in detail the best practices followed by P&amp;G in managing brands.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>1. Explain the significance of a brand manager, brand management system and category management</li> </ol>	Level 6	Creating
2.	<p>The case, "Branded Gold Jewellery Market in India", gives an overview of the branded jewellery market and branded jewellery players in India. The case explains the shift in preference of Indian consumers from heavy jewellery to lightweight jewellery and the entry of branded jewellery players in the Indian market. The case also explains how the branded players are changing the perceptions and attitudes of Indian customers towards jewellery. The strategies adopted by branded players to increase their share in the jewellery market are also discussed.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>1. Evaluate the effectiveness of the strategies adopted by the branded players for increasing their share of the market.</li> <li>2. Identify the branded jewellery player who is likely to lead the industry.</li> </ol>	Level 6	Creating
3.	<p>This case is about Nokia Corporation's (Nokia) strategies to revive the 'Nokia' brand. Despite being the market leader in the mobile phone market since 1998, the company saw a decline in its brand value since the early 2000s. The year 2004, in particular, saw major erosion in Nokia's brand value as well as its market share. Since 2005, the company started taking various initiatives that went a long way in reviving the 'Nokia' brand. In addition to focusing on innovative products, it decided to move beyond umbrella branding</p>	Level 6	Creating



	<p>and introduced sub brands. The 'N series' sub brand was used for the high-end multimedia phones which had features such as high powered digital cameras and portable digital music players. N series was targeted at the young and tech-savvy customers. Another sub brand, E series, was targeted at business users. In 2007, Nokia entered the Internet services market with the launch of another sub brand 'Ovi'. Ovi was an umbrella brand for a range of Internet services such as online music store, a navigation system, and a gaming service called 'N-Gage Arena. Analysts felt that the company did this in order to compete with Apple Inc. that had entered the mobile phone market with the launch of the I Phone. Analysts felt that the sub brands, N series in particular, went a long way in reviving the mother brand and also brought back the younger buyers who were moving away from 'Nokia' in favour of its rivals such as Samsung and Sony Ericsson.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>i. Describe the issues and challenges faced by a mature brand.</li> <li>ii. Analyze the reasons for the decline in Nokia's brand value in the early 2000s and how Nokia revived the brand.</li> <li>iii. Understand the advantage and disadvantages of umbrella branding.</li> </ol>		
4.	<p>Consumer packaged goods major, Kimberly-Clark Corporation (Kimberly), had, over the years, made Kleenex a super brand. The brand identity was so strong that it had become a generic term for tissue paper, requiring the company to use 'Kleenex brand' to refer to its product. With the sales for the category shrinking since 2001, Kimberly decided in 2006 to rejuvenate the Kleenex brand. In late 2006, the 'Let it out' campaign was launched. The case discusses the 'Let it out' campaign in detail. It also discusses the criticisms against Kimberly by environmental activist organizations who accuse it of green washing. Greenpeace spoofed the 'Let It Out' campaign and in 2007, some Greenpeace activists also high jacked an advertising shoot of the campaign.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Explain how Kimberly succeeded in establishing Kleenex as a super brand and made it synonymous for facial tissue products.</li> <li>2. Describe the challenges faced by brands whose brand names have become synonymous with the generic term for the product.</li> </ol>	Level 6	Creating

5.	A leading firm in the fast moving consumer goods sector found out through research that there is vast potential in the branded flour (Atta) market that could be tapped. On the basis of this the company decides to enter the market. Discuss the process of designing the brand positioning strategy for the product.	Level 4	Analysing
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