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ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination

Winter Semester, A. Y. 2022-2023

Course No. : BTM 4791

Time : 1.5 hours

Course Title : Brand Management

Full Marks : 75

Answer **all 3 (three)** questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin with brackets.

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| 1. a) | What are the criteria for choosing brand elements? Critically explain them for the Arong. | 10 | (CO2)
(PO3) |
| b) | "At the heart of a great brand is invariably a great product, therefore marketers are suggested to first develop a great product then try to transform it into a great brand." - Analyze this statement by offering specific product-based strategies for a brand marketer. Use examples where relevant. | 10 | (CO2)
(PO3) |
| c) | Why do you think price stability is very important? Identify the brand associations of Facebook and show them as the associative network memory model. | 05 | (CO1)
(PO2) |
| 2. a) | What can you do to brand yourself in the organization you are planning to work for? | 05 | (CO1)
(PO1) |
| b) | Pick a product category basically dominated by two main brands. Develop product category hierarchy for them. How have they used points of parity and points of difference to position their brands correctly? Explain. | 10 | (CO1)
(PO1) |
| c) | Which brands do you have the most resonance with and why? Can every brand achieve resonance with its customers? Why or why not? | 10 | (CO1)
(PO1) |
| 3. a) | The following brands are planning to introduce some new line of products which are:
i. A biscuit brand by Nestle.
ii. A female clothing brand by Unilever.
iii. A car brand by Apple.
Illustrate the strategies that the above brands need to undertake in order to identify and establish the positioning of these new brands. | 10 | (CO2)
(PO3) |
| b) | Read the scenario and answer the following questions:

Water is water, right? Not so! Beverly Hills 90H2O claims to be designed "by a world-class team of experts, including a water sommelier." The winner of the World's Best Water Award, this water is sourced in the California mountains. At \$72 for a case of 24 bottles, this is not your everyday drinking water. The 7.5 alkalinity "silky" water is loaded with minerals and electrolytes. It is available in fine restaurants, gourmet markets, and luxury hotels but is sold only in California. Beverly Hills 90H2O is not the only luxury water, and it is actually somewhat of bargain, Fillico | 15 | (CO2)
(PO3) |

Beverly Hills (from Japan) costs \$100 per bottle. That's without the gold or silver crown cap- you can double the price if you want that. Acqua di Cristallo Tributo a Modigliani gold-bottled water tops them all at \$60,000 per bottle!

Requirements:

- i. How do you think marketers of these companies have used different branding concepts and tools to build these powerful brands?
- ii. What factors do you think are most likely to encourage consumers to purchase these luxury bottle water?
- iii. Is it possible to convert "Mum water" into luxury water brand like Acqua di Cristallo? Why or why not?