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BBA in TM, 7th Sem.

Date: December 22, 2023(Afternoon)

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination

Winter Semester, A. Y. 2022-2023

Course No. : BTM 4791

Time : 3 hours

Course Title : Brand Management

Full Marks : 150

Answer all 6 (six) 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) | Explain the differences between brand and products. | 05 | (CO1)
(PO1) |
| b) | "The strategic brand management process is a systematic exercise to plan, build, measure and manage a brand."- critically analyze the statement. | 10 | (CO1)
(PO1) |
| c) | Suppose Unilever Company wants to launch a female clothing brand. Identify possible brand associations and illustrate the strategies that Unilever needs to undertake to establish the positioning of this new brand. | 10 | (CO1)
(PO1) |
| 2. a) | What do you mean by brand salience and brand credibility. | 05 | (CO1)
(PO1) |
| b) | Describe general guidelines to help marketers mix and match brand elements. Can you ever have "too many" brand elements? Which brand do you think does the best job of mixing and matching brand elements and how? | 10 | (CO2)
(PO3) |
| c) | "Packaging is one of the most important brand elements that contribute towards brand equity as well as sale."- illustrate how and why. Describe the guidelines to create a high impact package. | 10 | (CO2)
(PO3) |
| 3. a) | Have you had any experience with a brand that has done a great job with relationship marketing, permission marketing, experiential marketing, and one-to-one marketing? What did the brand do? Why was it effective? | 10 | (CO2)
(PO3) |
| b) | David Beckham was one of the most popular soccer stars in the late 1990s and the early 21 st 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 Vitoria 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. | 15 | (CO2)
(PO3) |

Requirements:

- i. Describe the reasons behind the trend of using celebrities to endorse products and the benefits that a company obtains by doing so.
- ii. Discuss how certain celebrities signify certain values and the role they play in creating new trends in the market.

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|---|----|----------------|
| a) Define Brand Associations. Describe different means to leverage secondary brand associations along with examples from Bangladeshi context. | 12 | (CO2)
(PO3) |
| b) What brand image do you think Bangladesh has in western countries? Explain- how you can use holistic framework of nation branding to develop strong brand for Bangladesh? | 13 | (CO2)
(PO3) |
| a) What are the biggest challenges in conducting a brand audit? How can you design brand tracking studies to assess the health of a brand? | 10 | (CO2)
(PO3) |
| b) What are the advantages and disadvantages of comparative methods to measure brand equity? How can you use projective techniques to identify the sources of brand equity? Discuss. | 10 | (CO2)
(PO3) |
| c) "Too much knowledge can be dangerous."- Explain the statement in context of branding. | 05 | (CO3)
(PO3) |
| a) Define corporate branding. How can you design a brand hierarchy to improve the company's branding strategies? | 10 | (CO3)
(PO3) |
| b) TVS Motor company which besides offering scooters, mopeds and motorcycles in India, has now forayed into the oil industry. TVS has launched a semi-synthetic 4 stroke engine oil which the company claims, will offer better fuel economy, lower emission levels and longevity of engine life. | 15 | (CO3)
(PO3) |

According to a company statement, the oil has been certified as high standard oil by the Japanese Automotive Standards Organization JASO MA2 and American Petroleum Institute APL SL. Currently, the only firm which rates oil for use in wet clutch bikes in JASO. Among the two ratings, JASO MA and JASO MB, MA rating means that the oil will ensure that the clutch won't slip. TVS's oil blended with purified water-white, high viscosity index base oils, and claims to use advanced formulation technology for extreme thermal conditions, to make sure the oil remains stable in high and low temperature conditions. It can be used in all 4-stroke motorcycles and comes in 1 liter and 900ml packs and is priced at Rs. 235 per liter.

TVS is the third largest motorcycle manufacturer in India after Hero Honda and Bajaj. TVS Group owns auto industries such as Axles India, Brakes India Limited, Delphi TVS Diesel Systems limited, TVS Auto Parts Private limited etc. TVS supplies components such as bolts and nuts, electrical systems, etc. to many car makers in India as well as abroad. It also has tyre business- TVS tyres- and multi brand car service centers.

Now, with the 4 stroke engine oils, TVS is diversifying across other segments in the automobile space as well. Other manufacturers too sometimes co-brand oil for use in their vehicles. Mahindra and Mahindra, tata and General Motors also have co-branded oils for use in their vehicles. They list these as recommended oils for their vehicles. All TVS Motorcycles will come with its own engine oil, and it will be the recommended oil from now on for all service centers for TVS bikes.

Requirements:

- i. Develop branding strategy for this product using the considerations that guide brand architecture decisions.