



PG – 877

**IV Semester M.B.A. Degree Examination, July 2017**  
**(CBCS)**  
**MANAGEMENT**  
**4.3.1 : Strategic Brand Management**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer *all* Sections.

**SECTION – A**

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

1. Briefly describe the stages in Product Life Cycle.
2. Explain the concept of Brand Equity by Kapferer Brand Identity Prozen model.
3. Explain Brand Leveraging and Brand Loyalty.
4. What is Brand Positioning ? Explain the types of Brand Positioning.
5. What is Internal Branding ? How does it influence the Business Brand Strategy.
6. Briefly describe the components and attributes of a Brand.
7. What are celebrity endorsements ? Why is it a popular strategy in India ?

**SECTION – B**

Answer **any three** of the following. **Each** question carries **ten** marks. **(3×10=30)**

8. Explain the different steps in strategic branding process.
9. How can social media be used to build a brand ? Explain with an example.
10. Explain the components of market attractiveness with respect to Adidas in India.
11. How can a Brand be made strong ? What are the sources of Brand Equity ?

P.T.O.



## SECTION – C

## 12. Case Study (Compulsory).

(1×15=15)

**Emotional Branding**

Nike brand strategy is to build a powerful brand – so powerful that it inspires fervent customer loyalty from people literally all over the world. This is because Nike advertising uses the emotional branding technique of archetypes in its advertising – more specifically, the story of the Hero. It's an age old tale, a tale of a hero pitted against a great foe and after a great struggle, emerging triumphant. In a way, you could say that Nikes marketing strategy is thousands of years old, and has been inspiring customer loyalty the entire time.

Nike advertising isn't the only group that uses the Hero archetype to inspire customer loyalty. Many other companies use this emotional branding technique to great effect. In most cases, the foe is external. The most common story of the hero is that of a man of humble origins setting out to defeat a great evil – one far more powerful than he – and, against all odds, emerging triumphant. This same pattern could apply to, say, a home security system against a house fire, or an antacid against heartburn. As long as there is a clearly identified enemy and a clearly identified hero, the emotional branding can begin.

Nike advertising takes the common hero story and turns it on its head. Instead of inspiring customer loyalty by singling out an external enemy, it pulls out the stops and focuses on an *internal* foe – our laziness. Nike advertising knows just how often we battle with our lazy side. Every morning when that alarm goes off and it's still totally dark outside, the battle begins. When we choose how long to run, the battle continues. This is how Nike marketing uses emotional marketing to inspire customer loyalty. They know that while some people may identify with an external foe, *all* people identify with an internal one.

Nike brand strategy is excellent on this end because not only is the internal foe someone we can all hate, the hero is the viewer ! In one way or another, we are all the hero of our own story and Nike marketing has long since identified that feeling – and used it to inspire timeless customer loyalty.

**Questions :**

- 1) Why would emotional branding work for Nike ?
- 2) How would it influence on customer loyalty ?