

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM (HCM) Fourth Trimester (Batch 2018-2020)

Subject: Strategic Brand Management
(End Term examination)

Maximum Marks: 50
13.09.2019

Time : 3 Hours

Date:

Notes:

1. Answer any **FOUR** questions.
 2. All questions carry equal weightage (12.5 marks each).
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Q1. What is Brand Equity and its assets ? Which **healthcare brand** according to you has a strong Brand Equity and why ?

Q2. What is Brand Extension? Discuss the assumptions and guidelines for extending a Brand. Give one example of a Brand Extension that succeeded and one that failed in **Indian Pharmaceutical market** and reasons thereof.

Q3. Explain Brand Rejuvenation and its core purpose. What are the various Brand Rejuvenation Strategies. Discuss **Metropolis Labs'** Brand Rejuvenation strategy and its rationale.

Q4. What do you understand by the term 'Brand Valuation'? Illustrate any one valuation approach giving an example of brand acquisition (giving value) in **Indian Healthcare market**.

Q5. What is the five-point test for a great logo and its significance? Illustrate with an example of **Healthcare logo** which according to you has embodied these principles in their logo.

Q6. Which brand was voted as "**India's Best Hospital**" in India by THE WEEK-Hansa Survey 2018. Discuss this Brand's Brand Building Strategy.

Q7. A Hospital brand was voted as "**No. 1 in Fertility & IVF**" in Mumbai/ West/ National by TIMES HEALTH Survey 2018. Discuss this Brand's Brand Building Strategy.

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