

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

MMM – 3rd Trim, Batch 2017-20
(Brand Management)

Maximum Marks: 50

Duration: 3 hours (3:00pm to 6:00 pm)

Date: 20th Nov, 2018

Notes:

- 1. Answer all the questions.**
- 2. Give suitable examples.**

Question 1 (25 Marks) : Read the case study “Dant Kanti : The Oral care giant gets its first toothache in 25 years ” and answer the questions given below.



Questions :

- What is the brand image and sources of brand equity for Dant Kanti brand?
- What is the role of communication in converting a toothpaste brand like Dant Kanti into a strong challenger brand ?
- Discuss the pros and cons of the Dant Kanti brand campaign strategy ?
- Discuss the role of celebrity founder / CEO to influence consumer behavior and increase sales.
- Patanjali has been using Ayurveda as a platform to build the Dant Kanti brand and influence consumers – what strategies should the competition follow to try and get back their market shares ?

Q.No. 2 : Explain the following with the help of examples (any FIVE): (25 marks)

- 12 Dimensions of Brands
- Secondary brand knowledge to build brand equity
- Jennifer Aaker’s five factor theory of Brand Personality
- Brand touch point wheel and its applications
- Luxury Brand Management
- Models of Brand Architecture
- Destination Branding
- Ingredient Branding

i) Challenges of e - Brands