

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**  
**PGDM (M) – 2017-19 V TRIM**  
**Subject : Strategic Brand Management**

**Maximum Marks: 50**

**Duration: 3 hours**

**Date: 14 Jan 2019**

**Notes:**

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

**Question 1 ( 25 Marks ) : Read the case study “BRAND KHADI ” and answer the questions given below.**



**Questions :**

- What is the brand image and sources of brand equity for the KHADI brand?
- What is the role of celebrity endorsements in making brand KHADI appealing to the millennial population in India? Discuss the various communication media strategies that could be used to build brand KHADI among the millennial consumers.
- Discuss the challenges in making KHADI into a global brand.
- In June 2017, research and analytics firm Aranca submitted a report to KVIC with advice on improving sales and reach of its products. Among the suggestions for “herbal health and cosmetics” products were tapping large, organized retail chains like Big Bazaar and Shoppers Stop, and going after traditional chemists and convenience stores in tier II cities. Discuss the pros and cons of this strategy in building brand KHADI.
- KHADI works with thousands of artisans and weavers in the rural areas of India helping the cause of economic empowerment and self reliance since many decades. Explain with examples how cause related marketing can help in social causes and building brands.

**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

- c) Jennifer Aaker's five factor theory of Brand Personality
- d) Brand touch point wheel and its applications
- e) Luxury Brand Management
- f) Models of Brand Architecture
- g) Destination Branding
- h) Ingredient Branding
- i) Challenges of e - Brands