

K J SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

PGDM Mktg, PGDM IB, MMS Mktg - 2016 - 18

Trimester V, End Term Examination

STRATEGIC BRAND MANAGEMENT

DURATION: 3 HOURS

MARKS: 50

DATE : 30/12/2017

1. Write a brief note on any two

20

Marks

- a. Marketing advantages of strong brands
- b. Brand Value Chain
- c. Brand Extension
- d. Brand Positioning

2. Pick a brand of your choice. Attempt to identify the source of its brand equity. Apply Brand Resonance Model to the chosen brand. Explain how the brand performs on each dimension of the brand resonance model.

20 Marks

3. The Andaman and Nicobar Islands is an Indian union territory. Andaman islands are an Indian archipelago in the Bay of Bengal. These roughly 300 islands are known for their palm-lined, white-sand beaches, mangroves and tropical rainforests. Coral reefs supporting marine life such as sharks and rays make for popular diving and snorkeling sites. Indigenous Andaman Islanders inhabit the more remote islands, many of which are off limits to visitors. Nicobar island is another archipelago in the Indian ocean.

Andaman Nicobar authorities have decided to aggressively market the union territory as a favourite tourist destination for the upwardly mobile, adventure loving and experience seeking Indian and international travellers. Maldives, Hawaii, Mauritius are world's favourite island locations for pleasure travel. The authorities consider these islands as exemplars in this category.

If you are asked to suggest brand building tools to build Andaman and Nicobar islands as the world's leading island destination brands, what combination of brand building tools will you suggest **broadly** and why?

10 Marks
