

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM Exec 4th Trimester Batch 2016-17

Subject: Strategic Brand Management

(Final Exam)

Maximum Marks: 100

**Duration: 3 hours
2017**

Date: 15th Sept,

Notes:

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

Question 1 (50 Marks)

Read the case study “Saffolalife: The present of a healthy heart ” and answer The questions given below.

Questions :

- a) What is the brand image and sources of brand equity for Saffola brand?
- b) Discuss the pros and cons of the Saffolalife brand campaign strategy ?
- c) Assuming Saffola brand wants to convert into an umbrella brand, what are the brand extension possibilities as a result of this Saffolalife campaign?
- d) What are the advantages and disadvantages of customer engagement in brand building ? Was Saffola successful in doing so ?
- e) What is the role of communication in converting a commodity brand like Saffola cooking oil into a thought leader brand ?

Q.No. 2 : Explain the following with the help of examples (any five): (50 marks)

- a) Private Label Brands
- b) Celebrity Brand Ambassadors and their advantages / risks to brands
- c) Destination Branding
- d) Branding of Luxury Products & Services
- e) Ingredient Brands
- f) Creation and use of Events to build brands
- g) Brand Architecture (h) Retail Brands