

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: PGDM Exec Batch 2018-19**  
**Subject: Strategic Brand Management**  
**( Final Exam )**

**Maximum Marks: 50**

**Duration: 3 hours**

**Date: 13<sup>th</sup> September, 2019**

**Notes:**

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

**Question 1 ( 25 Marks )**

**Read the case study “Ariel Matic : Dads #Sharetheload” and answer the questions given below.**

**Questions :**

- a. Doing good is good for business – what is the role of corporate social responsibility in building brands and in this case for Brand Ariel Matic ?
- b. How has social media communication been used in converting Ariel Matic into a strong challenger brand ?
- c. Discuss the pros and cons of the Ariel Matic brand campaign strategy ?
- d. Discuss the role of culture and gender stereotypes in consumer buying behavior. Can brand communication change deeply ingrained consumer mindsets and behavior ?
- e. Can campaigns based on corporate social responsibility ensure customer engagement and ultimately sales ?

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

- a) House of Brands vs Branded House
- b) Jennifer Aaker’s five factor theory of Brand Personality
- c) Destination Branding
- d) Challenges of luxury product / services brand management
- e) Creation and use of social media to build brands
- f) Brand touch point wheel
- g) Celebrity endorsements for brand building