

Trim: June – Nov 24		
Maximum Marks: 50 Examination: ETE Exam Date: 11.11.2024 Duration: 3 hours		
Programme code: 14 Programme: MBA Sports Management (2023-25)	Class: SY	Semester/Trimester: III
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Marketing	
Course Code: 317P14C306	Name of the Course: Strategic Brand Management in Sports	
<p>Instructions: Section 1 has five (5) questions and are have short format answers. Please answer all – there is no choice.</p> <p>Section 2 has four questions. All must be answered.</p> <p>Section 3 has three (3) case studies of which you need to choose any two (2). Please do not attempt all three. If you do, only the first two (2) attempted, will be graded.</p>		

Question No.		Max. Marks
	Section 1 – Attempt all questions	10
1a	List at least two elements that constitute a brand's identity and give one example (brand) for each – a brand that has used those elements consistently and successfully.	2
1b	There are two types of brand extensions. List and explain the two and give examples of at two brands (in each extension) that have succeeded in extending their brands	2
1c	Please expand PoP and PoD and briefly explain what they mean with respect to brand positioning.	2
1d	What are some of the main challenges for brands in the digital age? List at least two and explain why you see them as challenges.	2
1e	What is the difference between brand awareness and brand image? Explain.	2
	Section 2 – Attempt all questions	20

2a	<p>The Ansoff Marketing Model (product - market Matrix) helps CMOs in identifying business growth opportunities for their marketing strategies. Use Zomato's business and explain your answer using this model. Please note that this is different to the BCG Model.</p> <p>Feel free to suggest new areas of investment and growth for Zomato as the model requires that thought and analysis.</p>	5
2b	<p>As a Marketing Manager of the new Goa Franchise in the Indian Boxing League, you have the responsibility of naming the team. Suggest a team name and explain why you have chosen it and why will it resonate with the sport, the city, and the fans.</p>	5
2c	<p>Many brands use characters (also called mnemonics or mascots) as part of their brand identity. Suggest three brands that have successfully used characters and explain why you think they have been a success (or a failure).</p>	5
2d	<p>Many companies use celebrities as brand ambassadors. Discuss some of the advantages and disadvantages.</p>	5
	<p>Section 3 – Choose any two</p>	20
3a	<p>At a recently concluded Board meeting of a steel company, the company takes a decision to diversify into sport as the Company wants to change the public image of the Company (positive) and build equity and image for the corporate brand. The Company has not had a history of investment in marketing (or brand building), and this would be its first major step at such an initiative.</p> <p>As CMO of the company, it is your task to identify the areas within sport that will deliver the greatest value to the Company and the corporate brand.</p> <p>Your Company has never invested in sport in any form, and this would be a greenfield exercise. Therefore, as CMO, you will need to suggest an approach (with rationale) that covers the various aspects of sport in India.</p> <p>Thought starter: Please consider the entire eco-system of the sports industry and not just teams or leagues. Link your recommendation to the industry and how it operates and how it can leverage the sports assets you suggest, both internally and externally.</p>	10
3b	<p>Franchise owners in the Indian Super League (football), have seen limited fan growth and engagement over the last 10 years. Viewership is stagnant and the in-stadia attendance is not growing.</p> <p>As Head of Sponsorship and Marketing at 'Lucknow Left Outs', you have a meeting with the team owner and suggest that the Franchise make the 2025 season a "fan first" season.</p> <p>The owner loves the idea and wants you to come up with a plan that can be executed, will delight the sponsors, will bring fans into the stadium, increase overall engagement with the team and its players, and ideally does not cost too much money.</p> <p>Prepare a top-level Brand Rejuvenation Plan that addresses the issue at hand with relevant examples, suggestions, methodologies that will make Lucknow Left Outs the fan's favorite team in ISL 2025</p> <p>Please state the expected results that you want to achieve against each activity.</p>	10
3c	<p>As a marketing manager of a food delivery start-up 'FastFoodie', you are under pressure from your CMO to engage with a celebrity as a brand ambassador (BA) to build image and awareness.</p> <p>You must submit a BA proposal to the CMO in which you have studied the market, competition, talent available, etc. and suggest a strategy.</p> <p>You will need to provide an argument on why you suggest a particular BA (or more than one) and what that person brings to the table and how he/she will add value to the business and the brand. Furthermore, how can the brand leverage the talent's name, personality, etc. to create a ripple in the market.</p> <p>Note: Please use models, theories, examples discussed in class while preparing your recommendation.</p>	10