

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Semester V) Examination –July 2022

MKT 3314 – Brand Management

Three (03) Hours

Answer ALL Questions

This is an OPEN BOOK examination

The paper consists of five (05) questions printed on four (04) pages.

1.

(a) "Although there has been growing recognition of the values of brands, several developments have occurred in the recent years that have significantly complicated marketing practices and challenges for brand managers with the new opportunities." Describe the main branding challenges and opportunities in the Sri Lankan context.

(10 marks)

(b) "Nation branding refers to a process in which a country claims a distinct brand positioning in the minds of its citizens, international stakeholders, and the global customers." Discuss how Sri Lanka as a brand can establish its positioning through "Points of Parity" and "Points of Difference". Use examples to explain your answer.

(10 marks)

(Total: 20 marks)

2.

(a) Brand positioning is the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's minds". Pick up two leading brands. Identify who their target markets are? Evaluate the positioning of each brand and discuss how might it be improved?

(10 marks)

(b) "Brand mantras are powerful devices; they create a mental filter to screen out brand-inappropriate marketing activities or actions of any type. It may have a negative bearing on customers' impressions of a brand". Discuss it.

(10 marks)

(Total 20 marks)

3.

Imagine you are the brand manager of a newly launched perfume brand called "Hug me". This is a brand that targets women under four fragrances. You are already running a TV commercial to promote this perfume brand by endorsing a popular female model. In addition, you have reserved a stall for promoting your brand at the forthcoming Colombo shopping festival at the BMICH in Colombo.

(a) Explain ways to promote your brand in the exhibition under the experiential marketing approach.

(12 marks)

(b) Recommend a suitable hybrid channel strategy for the perfume brand given above and discuss possible challenges that may be encountered.

(08 marks)

(Total 20 marks)

4.

"Bitulink" is a company that imports and distributes tar for road construction projects. Bitulink is already distributing bitumen to most industrial customers operating in the road construction sector in Sri Lanka. The company's management is considering an integrated marketing communication strategy to enhance brand equity. They have decided to use four marketing communication options, including a TV advertisement.

(a) Do you agree or disagree with their decision to use a TV advertisement? Discuss

(08 marks)

(b) Briefly explain three (03) other communication channels you would recommend for Bitulink to use in their IMC strategy, with justifications.

(12 marks)

(Total 20 marks)

5.

Over the past few months, Domino's pizza management has recognized that consumer demand for pizza has declined in the local market. In identifying the reasons, the management speculated that this was due to a change in consumer attitude towards Domino's pizza. Domino's is a company that conducts brand audits when needed and has information on previous brand audits. Therefore, the management suggested that it would be sufficient to carry out a brand exploratory instead of a complete brand audit.

(a) Do you agree or disagree with this idea? Justify your answer.

(12 marks)

(b) "When establishing a brand equity management system, defining brand equity responsibilities is crucial."

Explain with reasons why defining brand equity responsibilities is crucial for an organization.

(08 marks)

(Total 20 marks)
