

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II-Semester V) Examination - 2017

MKT 2300 – Brand Management

Three (03) Hours

Answer FIVE (05) questions only

1.
 - i. Define Brand Equity.
(05 Marks)
 - ii. Describe the components of Customer-Based Brand Equity Pyramid
(15 Marks)

(Total 20 Marks)
2. Name the key attributes of strong brands and describe them using examples.
(20 Marks)
3. Describe how it is important to select appropriate brand elements to develop a brand while explaining the criteria in choosing brand elements with examples.
(20 Marks)
4. What is positioning and explain with examples how you can use this concept for building brands
(20 Marks)
5. For building strong brands marketers are following different strategies. With appropriate examples explain how you can use different marketing activities and programs for building a strong brand.
(20 Marks)

6. Answer any **FIVE (05)** of following questions:

- i. Evaluate American Express in terms of brand equity.
- ii. How has American Express attempted to “reposition” its brand image?
- iii. How did Accenture transfer the brand equity from its original name, Andersen Consulting, to the new company name?
- iv. Evaluate the Accenture brand name based on any criteria you have learned.
- v. Outline several factors attributable to the strong brand equity of Swiss Army.
- vi. How is Swiss Army capitalizing on its brand equity with products and brand extensions?
- vii. How does Nike use partnerships with professional athletes and teams to strengthen its relationships with consumers?
- viii. How does P&G use its variety of brands to build relationships with the right customers?
- ix. How does NIVEA market its products differently in different countries? How does the company maintain the consistency of its brand?
- x. Which of the five strategies for adapting products and promotion for the global market does NIVEA employ?

(Total Marks 5×04=20)

7. Write short notes on any **FIVE (05)** of following topics:

- i. Branding diamonds
- ii. One-to-one marketing
- iii. BRANDZ Pyramid
- iv. Brand extensions
- v. Brand Knowledge
- vi. Slogans
- vii. Permission marketing
- viii. Factors Responsible for Branding Challenges

(Total Marks 5×04=20)