

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021

Course Code : BAJ3006

Course Name : Brand Management

Program : BA Journalism and Mass Communication

Date : 04-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

4X5M=20M

1. In what ways do brands in India incorporate cultural sensitivity into their branding strategies? Give an example of a brand that has successfully aligned with Indian cultural values.
(CO1) [Knowledge]
2. Provide an example of an Indian brand (**Reliance Industries Limited**) that has successfully executed a brand extension. Discuss how the brand maintained consistency while diversifying its product or service offerings.
(CO1) [Knowledge]
3. Explain the importance of brand positioning in the Indian context. Name a brand and discuss how it has strategically positioned itself in the market.
(CO1) [Knowledge]
4. How are Indian brands leveraging digital marketing strategies to enhance their visibility? Provide an example of a brand that has effectively used online platforms for brand promotion.
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

5. Apply the Four Steps of Brand Building to the case of Air India. Starting with brand identification, discuss how Air India has defined its core identity and values. Moving to brand meaning, analyze how the airline has conveyed its brand essence to consumers. In the step of brand response, explore the emotional and cognitive reactions that Air India seeks to evoke from its target audience. Finally, in the brand resonance step, examine the extent to which Air India has successfully created a strong and loyal connection with its customers, including factors like brand loyalty, engagement, and advocacy.

(CO2) [Comprehension]

6. If you were tasked with building the brand of a political party using social media, outline a strategic plan. Detail the platforms you would prioritize, the type of content you'd create, and how you'd engage with your target audience. Discuss specific tactics for addressing potential challenges such as misinformation and navigating diverse political opinions while maintaining a cohesive and positive brand image. Additionally, explore how data analytics could be employed to measure the success of your social media branding efforts in the political landscape.

(CO2) [Comprehension]

7. **Write a detailed answer on Memorability, Meaningfulness & Likability: in connection with brands, by using three question inputs.**

1. In the realm of brand building, how does the concept of memorability contribute to a brand's long-term success? Provide an example of a brand that has successfully established memorability and discuss the specific strategies or elements that contribute to its memorable identity.

2. Explore the significance of meaningfulness in building a brand. Choose a brand and elaborate on how it has infused meaningful associations or values into its identity, thereby connecting with consumers on a deeper level.

3. Assess the role of likability in shaping consumer perceptions of a brand. Select a brand known for its likable image and analyse the factors, whether in marketing campaigns or brand personality, that contribute to its overall likability and positive reception among consumers.

(CO2) [Comprehension]

8. In the realm of emotional choice influencing purchasing habits in India, the brand Tanishq stands out. Renowned for its emotionally resonant advertising, particularly campaigns celebrating cultural diversity and milestones, Tanishq taps into sentimental values. How does Tanishq effectively leverage emotional connections in its marketing strategies to influence consumers' purchasing habits in the Indian market? Discuss the impact of emotional marketing on Tanishq's brand loyalty and market positioning in India. How does the emotional connection established through its advertising contribute to long-term customer relationships and differentiate Tanishq from competitors in the jewelry industry? Give suitable examples of advertisement campaigns of Tanishq which aligns emotional quotient.

(CO3) [Comprehension]

9. Explore the concept of brand extensions with a focus on FedEx, a prominent logistics company. Analyze how FedEx strategically implemented brand extensions to diversify its offerings beyond traditional courier services. Delve into the challenges and benefits associated with extending a brand into new product or service categories, considering how FedEx maintained brand coherence and customer trust throughout the extension process. Additionally, discuss the role of consumer perception and market positioning in the success of FedEx brand extensions, providing specific examples to illustrate key points. by using below chart



(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2X15M=30M

10. • Explore the **nuances of branding strategy** in the Indian context, considering cultural, economic, and market-specific factors that influence the development and success of brands. How do companies adapt their branding approaches to resonate with the diverse and dynamic Indian consumer base? explain below questions in indian context
1. **Cultural Considerations in Branding:**
 - How do cultural factors in India influence the branding strategies of companies, and can you provide an example of a brand that has successfully aligned its identity with Indian cultural values?
 2. **Economic Impact on Branding:**
 - Analyze the role of economic factors in shaping branding strategies in India. How do companies navigate price sensitivity and income diversity to build successful brands?
 3. **Market Dynamics and Brand Differentiation:**
 - Discuss how companies differentiate their brands in the competitive Indian market. Can you highlight a case where a brand effectively positioned itself to stand out amidst competition?
 4. **Consumer Behavior and Brand Loyalty:**
 - Explore the relationship between consumer behavior and brand loyalty in the Indian context. How do branding strategies impact consumer preferences and contribute to long-term brand loyalty in this diverse market?

(CO2) [Application]

11. In the context of a global market, discuss the challenges and opportunities companies face in understanding and responding to diverse consumer behaviors. How can a nuanced understanding of consumers on a global scale contribute to the development of effective marketing strategies as well as branding as main element ? discuss below question

Global Consumer Insights:

- Why is gaining insights into global consumer behavior essential for companies operating on an international scale? Discuss two specific benefits that a deep understanding of global consumers can bring to a company's marketing and product development strategies.

(CO2) [Application]