



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, 2021

Course: Brand Management
Program: BBA (AM)
Course Code: MKTG3002

Semester: V
Time: 03 Hours
Max. Marks: 100

Instructions: Attempt all questions.

SECTION A

1. Each question carries 2 Marks

2. Instruction: State whether Choose the correct answer / Fill in the blanks / State whether True or False

Sl. No.	Question	CO
Q.1.	The American Marketing Association defines a _____ as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors." A) copyright B) trademark C) slogan D) brand E) logo	CO1
Q.2.	Consumers may evaluate identical products differently depending on how they are branded. True/False	CO1
Q.3.	Brand _____ is the added value endowed to products and services. A) loyalty B) equity C) preference D) identity E) licensing	CO2
Q.4.	Adam wants to buy a washing machine and is looking for something that is not too expensive. When he goes to make the purchase, he finds there are two options that meet his requirements. One is a Maytag product, while the other is a newly imported South Korean brand. Adam is not very familiar with the latter and does not hesitate in choosing Maytag. This example implies that _____. A) the imported brand will not survive the competition from Maytag B) Maytag has a positive customer brand equity C) the South Korean company has a low advertising budget D) the imported brand is unreliable E) the Maytag washing machine has better features than the imported brand	CO2
Q.5.	When a firm uses an established brand to introduce a new product, the product is called a _____.	CO2
Q.6.	_____ is the set of all brands and brand lines a particular firm offers for sale in a particular category or market segment.	CO2

Q.7.	_____ _____ are those set of abstract associations (attributes and benefits) that characterize the 5 to 10 most important aspect or dimensions of a brand.	CO2
Q.8.	Which of the following is a marketing advantage of strong brands? A) no vulnerability to marketing crises B) more elastic consumer response to price increases C) guaranteed profits D) additional brand extension opportunities E) more inelastic consumer response to price decreases	CO2
Q.9.	When we say a brand is “modern”, we are referring to its _____ _____.	CO2
Q.10.	_____ _____ is the act of designing a company’s offering and image to occupy a distinctive place in the minds of the target market.	CO2

SECTION B

Each question carries 5 marks.

Q.11.	Discuss what are Brand Elements with appropriate examples.	CO1
Q.12.	Discuss the three ingredients for Brand building.	CO2
Q.13.	Discuss the objectives of Brand Rejuvenation.	CO3
Q.14.	Differentiate between Points-of-parity & Points-of-difference with examples.	CO3

SECTION C

Each question carries 10 Marks.

Q.15.	Summarize the valuable functions brands perform for a firm. OR Summarize the valuable functions brands perform for consumers.	CO2
Q.16.	“Everything can be branded.” Do you agree/disagree with this statement. Support your answer with examples.	CO3
Q.17.	Summarize the four steps of the Strategic Brand Management Process.	CO4

Section D

Case Study - Lifebuoy

Lifebuoy is India’s largest selling soap brand and has completed more than a century in the Indian market. It is the only soap brand that has crossed sales of 1,00,000 tonnes every year. It has a user base of 600 million customers in India. This brand represents health for a large number of Indian people. It represents the dream of millions of Indians with regard to health and hygiene. It acts as the mother who takes care of the health and hygiene of the child as she identifies with the brand that helps her in enhancing the health and hygiene of her family.

The brand has blended product innovation and consistent communication in a persuasive manner to stay ahead of several soap brands in the Indian market. The brand has remained relevant to the current generation of Indians through scientific brand proposition and innovative positioning. Over a period of time, Lifebuoy has not changed its positioning proposition and yet has remained relevant to generations of Indians through constant product innovation and unparalleled value promise on the platform of 'health and hygiene.'

Lifebuoy was launched in 1894 in the UK and Lord Leverhume was the person behind the birth of the brand. A large quantity of Sunlight soap was made in I-ILL factory and some amount of quality soap was left out, to which he added red colour to produce a germicidal soap. Lifebuoy was launched in India in 1895 and became an instant success. Throughout the century, the brand has not changed its positioning platform. It has consistently stood for 'washing away germs to keep you protected and healthy'. The initial launch of the brand positioned the brand as a generic germ killer In 1964, it saw its first major relaunch with significant improvements in product quality, a change in the tablet shape and packaging which had continued from the

initial days of Lifebuoy. The brand was relaunched in 2002 with the latest formulation and continues to be the most effective soap against germs and has a distinct perfume that makes every bath enjoyable for the consumer.

As mentioned earlier, the brand was relaunched in 1964 and undertook a campaign that has come to be known as the most memorable brand in Indian market. Sports was used as the communication idiom backed by a hymnlike jingle and pulsating music. Each component of the message contributed towards creating the wholesome brand meaning. It used a sports metaphor, which contributes towards the meaning of good health across the world. The communication embodied the daily routine of the consumer with aspirations linked to the brand's associations and perceived benefits. This campaign ran for 25 years and helped in strengthening the position of the brand by associating it with health. The use of sports in the communication reflected a robust cleaning experience for consumers who came in contact with dirt and mud.

Today, Lifebuoy communicates with mothers as an ally in their quest for better hygiene and good health for the family. It provides the assurance that it is the best brand for family hygiene and protection against germs. The brand communication also uses a unique 'glow germ' demo across the country to demonstrate the presence of germs in hand. Germs that are invisible to the naked eye glow under the ultraviolet lamp used in the demo. Children are fascinated by the concept as the soap promises to vanquish germs, which are their enemies. The brand has also tied up with sports bodies like Punjab Cricket Association for identifying and training talented young players. It has also undertaken a campaign with McDonald's where it runs a campaign for promoting 'safe hands'. The idea of 'seeing is believing' worked for consumers and demonstrated the effect for the anti-germ formula of the brand.

On the backdrop of the brand communication, the product has also undergone several changes, leading to an improvement in its perceived quality. In 2002, it moved from being a hard soap to a high total fatty matter (TFM) soap that delivered a significant bathing experience. While the higher TFM delivered greater lather, the fragrance was also changed to a warm and refreshing one which consumers rated as excellent on various parameters.

The complete repositioning made the brand record a 20% year-on-year growth. In 2002, there was a new lease of life for the brand and it became more relevant and contemporary. More than 2000 Lifebuoy soaps are sold every minute in India. One in 10 people in the world use the soap. Lifebuoy has now started a 'Healthy Hindustan' campaign to take its vision of providing better health and hygiene to Indian consumers.

1. Each question carries 15 Marks.

Q.18.	<p>What is the positioning strategy of Lifebuoy soap? Support your answer.</p> <p>OR</p> <p>Evaluate its campaign to project its positioning strategy to consumers.</p>	CO4
Q.19.	<p>How should Lifebuoy face competition from soaps like Dettol? Do you think consistency in communication and building relevancy through product innovation has contributed to the success of Lifebuoy? Support your answer.</p>	CO4