

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Business
Bachelor of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem V - D1UA509T - Product and Brand Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) How has digitalization impacted traditional branding strategies? K1 (2)
- 2) Interpret how can a brand leverage social media to enhance brand equity? K2 (4)
- 3) Classify on how brand messaging plays an important role in brand building? K2 (6)
- 4) Identify how does integrated marketing communication (IMC) help in building brand equity, and what are some key IMC tools? K3 (9)
- 5) Identify the importance of Integrated Marketing Communication to build brand equity. K3 (9)
- 6) Compare the product-mix of companies 'APPLE & MACROMAX' in mobile handset category. K5 (10)
- 7) Analyze any international brand and the customization/ Indianization it had undergone to be a successful brand in India now. K4 (12)
- 8) Examine the use of licensing, celebrity endorsement, sporting, cultural and other events K5 (15)
- 9) Evaluate the Aaker model of Customer Based Brand Equity model for AJANTA watches. K5 (15)

- 10) Case Study: LEGO - Brand Extension and Licensing Introduction: LEGO, the iconic Danish toy company, is known for its interlocking plastic bricks that allow children and adults to build a wide variety of structures and creations. Over the years, LEGO has successfully utilized brand extension and licensing strategies to expand its brand reach and engage with new markets and audiences. Brand Extension: 1. LEGO Theme Parks: LEGO operates a chain of theme parks called "LEGOLAND" across different countries. These parks offer a unique opportunity for visitors to experience the LEGO world through rides, attractions, and interactive exhibits, extending the brand's physical presence beyond just toys. 2. LEGO Video Games: LEGO has ventured into the video game industry with a series of popular video games featuring its iconic brick characters. Games like "LEGO Star Wars" and "LEGO Marvel Super Heroes" combine storytelling, puzzles, and building mechanics, appealing to both LEGO enthusiasts and gamers. 3. LEGO Movies and TV Shows: LEGO has successfully produced animated movies and TV shows, such as "The LEGO Movie" and "LEGO Ninjago: Masters of Spinjitzu." These adaptations bring LEGO characters to life and entertain audiences, creating a multimedia experience. 4. LEGO Education: Catering to the educational sector, LEGO Education offers a range of products designed to facilitate learning through hands-on play. These products are used in schools and educational institutions to enhance students' creativity, problem-solving, and teamwork skills. Licensing: 1. LEGO Star Wars: One of the most successful licensing partnerships, LEGO's collaboration with the "Star Wars" franchise has resulted in a range of building sets, video games, and animated content. This licensing agreement leverages the popularity of the "Star Wars" brand while aligning with LEGO's building concept. 2. LEGO Harry Potter: Similar to the "Star Wars" partnership, LEGO's licensing agreement with the "Harry Potter" series has resulted in a line of themed building sets that allow fans to recreate iconic scenes from the books and movies. 3. LEGO Marvel and DC Super Heroes: Licensing agreements with Marvel and DC Comics have allowed LEGO to produce sets featuring popular superheroes like Spider-Man, Batman, and Iron Man. These sets resonate with fans of both LEGO and superhero franchises. 4. LEGO Friends: Targeting a female audience, LEGO introduced the "LEGO Friends" line, featuring mini-doll figures and sets designed around friendship, creativity, and imaginative play. This licensing strategy expanded LEGO's appeal to a wider demographic. Impact and Lessons: 1. Consistency in Brand Identity: LEGO's brand extension efforts maintain the core principles of creativity, imagination, and playfulness that the brand is known for. This consistency ensures that the extensions align with the brand's values. 2. Strategic Licensing Partnerships: LEGO's success in licensing partnerships lies in choosing properties that resonate with its target audience. Collaborating with well-established franchises enhances brand recognition and appeal. 3. Diversification and Audience Engagement: Through brand extension and licensing, LEGO engages with various demographics, from young children to adult fans. This diversification helps in expanding the brand's reach and revenue streams. 4. Multichannel Approach: By leveraging multiple platforms such as toys, movies, TV shows, and video games, LEGO creates a holistic brand experience that caters to different preferences and consumption habits. In conclusion, LEGO's brand extension and licensing strategies have contributed significantly to the brand's growth and diversification. By expanding its offerings while staying true to its core values, LEGO has managed to maintain a strong connection with its audience and establish itself as a beloved and enduring brand. Question 1: Discuss how can LEGO conceptualize the leveraging process and effectively extend its brand through licensing partnerships? Question 2: What are the potential benefits and challenges of LEGO's brand extension through licensing?