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## School of Business

Integrated Bachelor of Business Administration - Master of Business Administration  
Semester End Examination - Nov 2023

Duration : 180 Minutes  
Max Marks : 100

### Sem IX - MBMK6005 - 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) What are the tenets of Product purchase decisions? K1 (2)
- 2) Identify how can a brand recover from negative associations or reputational damage? K2 (4)
- 3) Explain the concept of Competitive advantage with respect to brand positioning. K2 (6)
- 4) Identify the the probable risks and unwarranted outcomes of poor brand positioning. Quote a suitable example. K3 (9)
- 5) Plan a product line for a firm which is trying to get into the business of disco lighting and sound device/equipments. K3 (9)
- 6) Determine an example of a successful brand mantra and discuss how it aligns with the brand's positioning. K5 (10)
- 7) Analyze the five levels of product, as proposed by philip kotler, and the importance of each level for successful product marketing. K4 (12)
- 8) Estimate the market in India for new product- VR (Virtual Reality) device in next 2 years. K5 (15)

- 9) Case Study 1: Nike - Building a Strong Brand through Brand Knowledge and Differentiation Background: Nike is a leading sportswear brand known for its innovative products and iconic marketing campaigns. The company has successfully built a strong brand over the years. Nike, founded in 1964 by Phil Knight and Bill Bowerman, has emerged as one of the world's most iconic and successful sportswear and athletic footwear brands. Its journey from a small startup to a global powerhouse showcases the significance of brand knowledge and differentiation in building a strong brand identity. Brand Knowledge: Nike's brand knowledge is deeply rooted in its unique blend of functional and emotional attributes, which has contributed to its global recognition: Brand Awareness: Nike's distinctive Swoosh logo and its tagline "Just Do It" are recognized worldwide. The logo symbolizes movement, speed, and motivation, making it instantly associated with athletics and active lifestyle. Brand Associations: Nike has cultivated associations with high-performance athletes, promoting the idea that wearing Nike products can help individuals reach their athletic potential. Additionally, the brand has built associations with innovative technology, stylish designs, and social responsibility. Brand Image: Nike has consistently positioned itself as an innovative, aspirational, and inclusive brand. Its image is characterized by performance, empowerment, and a sense of belonging to a global athletic community. Differentiation Strategies: Nike's brand differentiation is a result of its strategic decisions and innovative approaches: Product Innovation: Nike's emphasis on research and development has led to groundbreaking technologies, such as Air cushioning and Flyknit material. These innovations not only enhance performance but also contribute to the brand's unique selling proposition. Celebrity Endorsements: Nike's partnerships with high-profile athletes like Michael Jordan, LeBron James, and Serena Williams lend credibility and aspiration to the brand. Athletes' achievements are associated with Nike's products, reinforcing the brand's performance-oriented positioning. Emotional Branding: Nike's marketing campaigns focus on emotional storytelling, portraying athletes' journeys and struggles. By tapping into emotions like determination and overcoming challenges, the brand forges a strong emotional connection with consumers. Inclusive Messaging: Nike's messaging is inclusive and diverse, highlighting athletes from various backgrounds and sports. This approach resonates with a broader audience and reinforces the brand's commitment to sports for all. Limited Edition Releases: Nike's strategy of releasing limited edition products and collaborations generates excitement and exclusivity, appealing to collectors and dedicated fans. Sponsorships and Events: Nike's involvement in major sporting events, like the Olympics and FIFA World Cup, reinforces its authority in the sports industry and creates global visibility. Impact and Lessons: Nike's success in building a strong brand through brand knowledge and differentiation offers valuable lessons: Consistency: Maintaining a consistent brand identity across products, marketing, and interactions builds trust and recognition. Innovation: Continuously investing in innovation and technology helps in delivering superior products and maintaining a competitive edge. Emotional Connection: Establishing emotional connections through storytelling creates a deeper bond with consumers. Diverse Appeal: Catering to a diverse range of consumers and promoting inclusivity strengthens the brand's resonance. Strategic Endorsements: Partnering with influential athletes enhances credibility and provides relatable role models for consumers. In conclusion, Nike's journey demonstrates that a strong brand is built on a foundation of brand knowledge and differentiation. By creating a distinctive identity and resonating with consumers on both functional and emotional levels, Nike has secured its position as a global leader in the sportswear industry. Question 1: Evaluate how did Nike establish brand knowledge among its target audience and create customer loyalty? Question 2: Identify and explain the points of differentiation that set Nike still a sportsperson's one of the most favoured brand.

- 10) Develop a strategy for LML (Lohia Machinery Limited) for its enhance its brand equity in 2-Wheeler market.