



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE
Bachelor of Business Administration Degree Programme
3000 Level Second Semester End Examination - March 2022
Academic Year 2020/2021

MKT 32503 – Brand Management

Duration: Three hours

**The question paper contains 04 questions. Answer all questions in part I and
select one option in part II.**

Part I

- 1) 'Kist' is a leading company, which produces various types of soft drinks, has acquired about 60% market share in the soft drinks market in Sri Lanka. They have established a research and development unit and continuously make experiments and conduct market research to satisfy their target customers' needs. 'Sunny' is a sugar-free soft drink, which is scheduled to be launched to the market in the next month as a result of their research and experiments.
- a) Using the criteria in selecting brand elements, evaluate the suggested brand name.
(10 Marks)
- b) The company is in the process of selecting brand elements to design a promotion campaign to promote this soft drink. Propose suitable brand elements to promote this new soft drink.
(10 Marks)

(Total Marks 20)



- 2) Customers encounter different types of risks in buying and consuming products.
- a) Identify the types of risks involved by customers in purchasing and consuming products and explain how the purchase of a branded product can minimize the effect of those risks.

(10 Marks)

- b) Explain the benefits enjoyed by marketers in having a branded product over non-branded products.

(10 Marks)

(Total Marks 20)

- 3) One of the most popular and potentially important marketing concepts, which has been extensively discussed by both academicians and practitioners over the past decade, is the 'Brand Equity'. The following fundamental questions about brands are invariably asked by customers in evaluating Brand Equity.

- Who are you?
- What are you?
- What do I think or feel about you?
- What about you and me?

'Customer-based Brand Equity Model' provides a unique point of view as to what Brand Equity is and how it should be built, measured, and managed. Relate the above questions to the Customer-based Brand Equity Pyramid and explain the role of brand building blocks to answer those questions using examples where necessary.

(20 Marks)

Part II

- 4) Explain one of the following concepts using examples where necessary.

- (a) Points-of-Parity and Points-of-Difference
- (b) Secondary Brand Associations
- (c) Brand-Product Matrix

(10 Marks)

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