



**UNIVERSITY OF RUHUNA**  
**FACULTY OF MANAGEMENT AND FINANCE**

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Total Marks : 70

**MKT 3152 – Product and Brand Management**

BACHELOR OF BUSINESS ADMINISTRATION DEGREE 3000 LEVEL

*Three Hours*

FIRST SEMESTER END EXAMINATION – JANUARY 2016

**Instructions**

➡ Answer (07) questions

- 1). Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. Brands perform various functions which make them so valuable for the customers and firms. Therefore, it is important to uncover the value of brands for both, customers and firms.

Explain the role of a brand and its benefits in terms of customers and firms.

(10 Marks)

- 2). 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'. '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.

Explain the sources of 'Brand Equity' and the components of the 'Customer-based Brand Equity Model'.

(10 Marks)

- 3). Positioning involves identifying and establishing Points-of-Parity and Points-of-Difference to establish the right brand identity and brand image.

Evaluate how brands have succeeded employing Points-of-Difference over Points-of-Parity associations. Use at least two brands from local and international contexts.

(10 Marks)

- 4). Leveraging secondary brand associations linked to other entities over brand elements and marketing programmes is an effective approach to build brand equity.

Using an example for each entity, explain the entities popularly used to create secondary brand associations.

(10 Marks)

5). Brand architecture is the structure of brands within an organizational entity. It is the way in which the brands within a company's portfolio are related to, and differentiated from one another. In maximizing brand equity across all different brands and products of a firm, companies use branding strategies as a branded house or a house of brands.

'Sunkys' which has captured 62% of the personal care industry, is a popular company operated in Sri Lanka intends to introduce several types of modified version of existing products and some new products. Recommend the company to introduce these products either as a brand line or a brand portfolio highlighting the benefits of each approach.

(10 Marks)

6). Firms are seeking to build "power" or "mega" brands that establish a broad market footprint, appealing to multiple customer segments with multiple products all underneath the brand umbrella.

Mention the alternative choices in branding a new product. Discuss the advantages and disadvantages of brand extensions.

(10 Marks)

7). Celebrity endorsement has become an effective tool in persuading customers. 'Milgro' milk powder which is a successful brand in Sri Lanka is seeking a celebrity endorser to reach the customer more effectively. The CEO of the company is really interested in appointing 'Sagar' who is a famous cricketer in Sri Lanka. However, the Marketing Manager of the company does not agree with this decision. He claims that 'Sagar' is appearing in twelve advertisements at the moment. Critically evaluate the decision of Marketing Manager.

(10 Marks)

8). The changes in the marketing environment in recent years have become obvious challenges in managing brands. The firms may engage in a variety of activities and changes in strategic focus that may necessitate required adjustments in the way the brands are being marketed.

How should brand equity be reinforced over time? Explain the brand revitalization strategies a company can adopt.

(10 Marks)

9). Explain the brand and its performance with respect to Relationship Marketing, Permission Marketing, Experiential Marketing and One-to-one Marketing that you experienced referring the classroom assignment. Evaluate how the brand performed, whether it was effective and what others could learn from it.

(10 Marks)

(Total Marks 70)

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