

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM (RM) 2015-17

Retail Branding
ET_RM_RB_2312

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** Write Short answers on any **FOUR** of the following not exceeding one paragraph:
- a) Greatest peril (hurdle) of communication today is communication itself. How do marketers resolve this?
 - b) Celebrity Endorsement pros and cons.
 - c) Value Innovation.
 - d) Umbrella branding with 3 examples from different industries.
 - e) Role of Brand Manager.
 - f) Barriers of Branding.
 - g) Brand Audit. **16**
- Q 2** Evolve the steps in brand building for an Madras Café House – An old fashion epic café, a hangout place for all types of audience, located at most central place of city? **12**
- Q 3** What do you understand by Brand Equity? Explain various models of calculating Brand Equity? **12**
- Q 4** ‘Surf’ has become synonym to “detergent” – used in common man’s language. What is the brand mantra behind their success? Tracking evolution of brand support your answer in relevance to competition also. **12**
- Q 5** Brand image is forever in danger and even establishes brands a can bite the dust in the face of adverse publicity? Explain the statement giving suitable examples. **12**
- Q 6** A clothing manufacturer and marketers dealing in all types of men, women, kids’ apparel is planning to expand brand portfolio into a new product category. Which brand development strategy should the manufacturer follow give suitable reasons to support? **12**

- Q 7** Ritesh and Ranjana are two young enterprising youth. They have passed out from a premier management institute. They decided instead of doing a job, they will launch fresh vegetables in Indian marketing. They also are desirous to explore global markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarian .For them fund raising was a serious handicap for Mass production. However, the first trial batch of mushrooms that they produced was bought by star hotel in Bangalore. Further the hotel placed orders for supply of 20kgs everyday .They want to sell mushrooms in a very big way all over India before exporting.
- a) How will you guide them to select brand elements so that they are able to build association in customer memory which is favorable and offers uniqueness to an extent that it leads to purchase?
 - b) What right mix of communication is suggested by you to build brand awareness for domestic market?
 - c) What should be in their consideration set for developing global marketing program and build brand?
 - d) What type of brand portfolio should they build?

18
