

(8)

9. What is meant by Co-branding? What are different types of co-branding? Discuss advantages and disadvantages of co-branding with suitable examples. 10

A

(Printed Pages 8)

Roll No. \_\_\_\_\_

**MS-3094**

M.B.A. (Semester-IV) Examination, 2015

Brand Management

*Time Allowed : Three Hours ] [ Maximum Marks : 70*

Note : Answer five questions in all. Question No.1 is compulsory. In addition attempt one question from each Unit.

1. Read the following case and answer the questions that follow:  
Fairy's brand bubble never seems to burst. The detergent market is often regarded as one of the early pioneers of modern marketing. Differentiating one product from another in the minds of consumers can be extremely difficult, with one packet of detergent looking very much like another, and in many cases also performing similarly. It is often said that aspiring marketers who can succeed in the detergents market can go on to successfully market any product.

**(2)**

In 1960 Proctor & Gamble launched Fairy Liquid in the UK market. At that time the market for washing-up products was still in its infancy, with only 17% of households using a liquid and the rest using soap powder or soap. The first task of Proctor & Gamble was therefore to educate the public of the benefits of using washing-up liquid. As market leader, Proctor & Gamble stood to gain most from a change in consumers' habits. The launch of Fairy involved distributing 15 million trial bottles to about 85% of households in the UK.

Creating early awareness and trial of the product led to Fairy's gaining a market share of 27% by 1969. Strong promotional support was, and remains, a key to the brand's success since its launch; promotional messages have focussed consistently on the mildness of the product, its long-lasting suds, and a proud positioning as a slightly more expensive product which is better value and worth paying the extra for. Mother and child images have been used extensively in advertising. This helps to

**(7)**

5. How would you build Brand Equity by using various elements of the Marketing Mix? Discuss in detail taking the case of mobile telephone sector. 10

**Unit-III**

6. Define 'Brand Value Chain'. What is it made of? Explain the three multipliers in this context. Should Brands Have An Essence, Or Like A Business, A Strategic Intent? Discuss with an example? 10
7. What constitutes the measurement of Brand Value? Discuss both Tangible & Intangible aspects. Enumerate the brand value of some internationally famous brands. 10

**Unit-IV**

8. What do you understand by Brand Extension? Brand Extensions can both be a success or failure. Discuss with some examples of national & international brands. Examine the advantages & disadvantages of Brand Extension.

**(4)**

varieant of Fairy and its total market share increased to 32%. By 1987 the market share had increased to 34% with the newly introduced lemon variant accounting for one-third of sale. In 1988 a new formulation was launched. Offering 15% extra mileage', as well as more effective grease eradication.

In 1992 the original Fairy Liquid was replaced with Fairy Excel, which claimed to be '50% better at dealing with grease'. This helped to increase the market share to 50%. In the following year a concentrated version of Fairy Excel Plus was launched, with the slogan 'The power of four for the price of one'. The company launched this low-bulk, high- concentration product with one eye to retailers, who were tiring of filling their valuable shelf space with more and more variants of basically low-value product. Excel Plus offered supermarkets more cost effective and profitable use of their shelf space. During the lifetime of Fairy Liquid, the market of detergents in different European countries has gradually converged.

**MS-3094**

**(5)**

As a result, Excel Plus was launched simultaneously in the UK, Belgium, Denmark Finland, Germany, Holland, Ireland and Sweden.

In what other ways could Fairy evolve to retain its brand leadership? Preferences for new scents of detergent are continually emerging and provide an opportunity for innovation. Following a series of food safety scares, some observers of the market have pointed to a potential market for anti-bacterial food washes which would satisfy consumers' increasing concern over residue on the surface of fruit and vegetables.

Questions : 10×3

- (a) How would you explain the success of Fairy brand?
- (b) How do you think Proctor & Gamble has been able to increase its market share at a time when competition from supermarkets' own-label brands has intensified?

**MS-3094**

**P.T.O.**

**(6)**

- (c) To what extent can the principles and practices of brand management be used for Fairy Liquid be applied to other goods and services, such as televisions and package holidays?

Unit-I

2. What is the concept of Brand Positioning? What aspect must be ensured while positioning a brand? What positioning errors must be avoided? Explain giving examples. 10
3. The values which make up a brand exist because they are perceived'. Discuss this concept, giving examples, with reference to the advantages of Brand Value to the company as well as to the customers. 10

Unit-II

4. What are the various element of a Brand? Discuss them in detail citing relevant examples. 10

**(3)**

create brand values of a soft, caring, homely image. Messages have been adopted around this core theme in response to changing attitudes; for example a commercial in 1994 used a father instead of mother at the kitchen sink. Various celebrities have been used to endorse the brand's values, including a lengthy spell of endorsement by the actress Nanette Newman. The consistency of the brand's message have been reinforced with a promotional jingle that has been modified only slightly since it was first introduced in 1960.

During the first 20 years of the brand's life, product innovation had been relatively modest. However, since then an increasingly competitive market and more discerning customers have forced the company to innovate in order to maintain and strengthen its market share. With the emergence of many 'me-to' competitors from supermarkets, Fairy needed to offer additional unique advantages to supplement its long-lasting suds.

In 1984/5 the company introduced a lemon