

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - IV
Sub.: Brand Management (MMM404)

Date : 25/05/2024

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.
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- Q. 1. Write Short notes on (Any Three) (15)**
1. Mascot
 2. Colour as a Brand
 3. Brand Image
 4. Celebrity Endorsements
 5. Umbrella Brands
- Q. 2. Answer in detail (Any One) (10)**
1. Define 'Brand'. Explain significance of branding to marketers.
 2. Explain Brand elements with suitable examples.
- Q. 3. Answer in detail (Any One) (10)**
1. Discuss advantages and disadvantages of having a Celebrity as a Brand Ambassador.
 2. Elaborate concept of Brand loyalty and brand equity.
- Q. 4. Answer in detail (Any One) (10)**
1. Discuss process of Brand Development
 2. Elaborate types of brands
- Q. 5. Case study: (15)**
- Patanjali Ayurved Limited, an Indian consumer goods company founded by Baba Ramdev and Acharya Balkrishna in 2006, has rapidly grown into one of India's leading brands. Known for its Ayurvedic products, Patanjali has positioned itself as a brand offering natural and healthy alternatives to conventional FMCG products. Despite initial success, the company faced challenges in sustaining its market position due to increasing competition, quality control issues, and evolving consumer preferences.
- To address these challenges, Patanjali implemented several strategic initiatives:
1. Product Diversification: Expanding the product range to include more categories like dairy products, apparel, and personal care items.
 2. Quality Assurance: Strengthening quality control processes to rebuild consumer trust.
 3. Modern Marketing: Leveraging digital marketing and social media to reach younger consumers.
 4. Strategic Partnerships: Collaborating with retail giants like Reliance and Big Bazaar for better market penetration.
- Question**
1. Discuss how Patanjali's brand positioning as an Ayurvedic and natural products company helped it gain a competitive advantage in the Indian market. What challenges did this positioning face over time?

2. With increasing competition from both local and international brands, how can Patanjali sustain its market position? Propose strategies that could help Patanjali differentiate itself from competitors.
 3. How important is consumer perception in the success of a brand like Patanjali? What measures can the company take to improve and maintain a positive brand perception among consumers?
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