Department of Management
School of Management and Business Studies
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MBA III Semester Examination - December 2025"

Strategic Brand Management **Max. Marks: 60**

Subject Code: MBA-GE-MM-04 **Time: 2.5 Hours**

Attempt any Five Questions. All questions carry equal marks (5 x 12 = 60)

Q1: Critically evaluate the components of Customer-Based Brand Equity (CBBE) and discuss how a firm can strategically build, measure, and manage brand equity across different customer segments. Illustrate your answer with industry-specific examples. (12)

Q2: Discuss the strategic importance of brand elements in creating Customer-Based Brand Equity (CBBE). How do strong brand elements shape brand awareness, brand associations, and perceived quality? Use theoretical models and real brand examples. (12)

Q3: Explain the relationship between product strategy and brand positioning. How should a company align product features, packaging, design, and quality with its brand identity to create strong competitive advantage? Illustrate with examples from different industries. (12)

Q4: A well-established FMCG brand is losing relevance among younger consumers. Design an IMC-led brand rejuvenation plan focusing on digital storytelling, experiential marketing, and refreshed brand messaging. (12)

Q5: A luxury brand is considering co-branding with a tech company to launch a high-end wearable device. Identify the risks and opportunities of such co-branding from the perspective of secondary brand associations. (12)

Q6: Examine the challenges of digital branding for global brands. How should companies adapt their messaging to local cultures while maintaining a consistent global brand identity? Give Examples. (12)

Q7: Critically analyze how brands can identify and leverage sustainable PODs to create competitive advantage. Provide examples of brands that have successfully established strong PODs. (12)

Q8: Explain the concept of the Brand Value Chain (BVC) framework. Discuss its stages-from marketing program investments, customer mind-set metrics, to market performance and shareholder value-and explain how each stage links brand-building efforts to financial outcomes.