**Brand Management**

**April 2021 Examination**

**Ques 1. A leading FMCG player is focusing on the management of its brand portfolio. It intends to leverage the market by focusing on brand extension. As a brand manager strategize a suitable brand extension strategy with appropriate justification (10 Marks)**

**Ans 1.**

**Introduction**

Brand extension in my view is a useful strategy that involves the use of the reputation of the existing brand for promoting a new product or service. Unlike rebranding in which an entrepreneur has to completely re-define the company, a brand extension is building an identity purely on the already established image of the company.

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**Ques 2. Assume any new product launch in the hospitality industry & create a positioning strategy for the brand keeping in mind its target audience & the services offered (10 Marks)**

**Ans 2.**

**Introduction**

To solve the intricacies of this assignment, it is better to place a question, “why some hospitality providers struggle with “Price dumping in the market”, “changing booking behaviours”, “continually declining room rates", which all lead to loss of repeat guests and reduced profit margin? On the other hand, many hoteliers are successful in attracting more guests, ADRs (average daily rates), keeping their occupancy levels intact, and are easily performing enviously.

**Ques 3. Read the following Case & solve the questions given:**

**Polar industries launched COOL CATS ceiling fans decorated with cartoon characters, meant primarily for children. The company got a noted singer to do the promotional video & conducted a door to door promotion campaign. Polar spent substantial sums of money on advertising & marketing. The pricing of the product was justified to ₹1200 & made metro towns its target market. Despite all this, COOL CATS sold barely a few thousand pieces. Polar investigated why the sales did not take off.**

**Questions:**

**a. In which elements of the marketing mix of cool cats ceiling fans did the Polar industry go wrong? Justify your answer with the logical assumption (5 Marks)**

**Ans 3a.**

**Introduction**

At the very start, the concept of marketing mix needs to be carefully understood, because COOL CATS has taken all the constituting measures of the marketing mix, but a few of them have not been appropriately addressed to. As per the case study briefing, the company has tried its best to promote its product but has failed, so let us glance over the 4Ps of the marketing mix it has employed.

**Ques 3b. If you were appointed as a Brand Manager, what suggestions would you give to the polar industry to increase the sales of COOL CATS fans? (5 Marks)**

**Ans 3b.**

**Introduction**

As a brand manager, I have to introspect the different merits and demerits of the COOL CATS. If I talk about the meritorious steps the companies like Nike, Kardashians, and Apple have taken in common that is I have to make sure my brand's products and services and even the people’s resonating. Of course, I find the placement of the COOL CATS' ceiling fan is not that much convincing as it should have been in the company's marketing policy. This apart, I have to look into many other factors that I want to illustrate here below:-