**Brand Management**

**December 2021 Examination**

# QUESTION 1. American Express, British Airways, Ritz-Carlton, and Federal Express are strong service brands that have existed for years. However, marketing services is challenging as they are less tangible than products and more likely to vary in quality depending on people providing them. Explain how the above mentioned service brands have used branding to address intangibility and variability problems? (10 Marks)

## Ans 1.

## Introduction

A company's branding impacts customer engagement, competition in the market, and management. The presence of a company's brand in the market helps differentiate the products and services of the company from its competitors.

An organization's image is crucial for its success. Brand management drives initiatives that increase brand awareness, measure and manage brand equity, identify and incorporate new products for brand positioning, and effectively communicate the brand. Effective logo Its Half solved only

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**QUESTION 2. AMUL has earned strong brand equity against its competitors in the dairy category by offering high quality products at affordable prices. AMUL’s wide range of products is easily accessible and resonates deeply with its customers for its strong corporate values. Comment on the strategies AMUL has adopted for successfully creating a brand image of a healthy, reliable, fun-loving and youthful brand. (10 Marks)**

**Ans 2.**

## Introduction

Our nation's agrarian growth and development has been affected by a brand which has also made a positive contribution to our country's economic development. In this article, we are going to examine a brand's story from an enterprise perspective to a primary brander of Amul, the flavor of India. The entire process began 65 years ago when nearby retailers used hostile, difficult-working farmers every day and imparted little income to them by using their facilities. The company was formed by some farmers with the aim of halted the exploitation of middlemen in

# QUESTION 3A. Brand Mantra has profound implications for marketing of a brand. The Brand Mantra anchors the brand in the right direction. Nike is a brand with keen sense of what is represents and its Brand Mantra is “authentic athletic performance”. Explain how Nike exemplifies its Brand Mantra. (5 Marks)

## Ans 3A.

## Introduction

Logo mantras, referred to as brand essences, are the final building blocks of brand positioning. It is valuable to keep in mind that a brand slogan is short and conveys the essence of the competition, the factors of difference, parity, and everything else within the brand. One of the mantras of a brand is to represent it in a way that will remove impurities, a process that is known

# QUESTION 3B. Zomato is one of the largest food delivery platforms in India. The company’s app provides its customers with a hassle-free, fast and reliable delivery experience. The 'unprecedented' interest in its initial public offering (IPO) and its stellar debut on stock market best explains its acceptance and tremendous success in the food delivery space. Explain how digital platform based brands like Zomato create customer engagement? (5 Marks)

## Ans 3B.

## Introduction

Zomato was created with the ambition of being the leading discovery and search platform for restaurants when it first came to be. Many of these eateries had notable names, menus, charges, critiques, and other facts pertaining to them. The vast majority of eateries in 23 countries received vast statistics concerning 1.4 million eating places. Over the years, it has evolved from