**Brand Management**

**April 2022 Examination**

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# **Q1. At the onset of Internet, many online marketers oversimplified the branding process, equating flashy or unusual advertising with building a brand. However, such marketing efforts rarely caught consumers’ attention or created awareness and uniqueness that the brand represented. On the other hand, some of the strongest brands in recent years have been born online. Amazon, Google, Facebook are notable examples. What are the strategies online marketers have to adopt to build successful online/digital brands like Amazon, Google, and Facebook? (10 Marks)**

# **Answer 1.**

## **Introduction**

Digital marketing uses the online internet via various product advertising projects through cell or any tool like computer or internetworking device. These days, using the net are increasing at a tremendous rate. Additionally, these days, nearly every person has a cellphone available. Using social media like Facebook, WhatsApp, Twitter, Instagram, and many others. Numerous packages of emails are growing at a great rate. Extraordinary forms of messages or up-to-date information can be quickly dispatched to the customers via the internet. The primary purpose of Its Half solved only

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# **Q2. Event sponsorship provides a different kind of communication option for marketers to build brand equity. Tata Consultancy Services (TCS) has signed an eight-year contract with the New York Road Runners (NYRR) to extend its title and technology sponsorship of the TCS New York City Marathon through 2029. TCS has also renewed its sponsorship for the London and the Mumbai Marathon. Identify the reasons behind a technology brand like TCS sponsoring sport events like Marathons across the World. (10 Marks)**

# **Answer 2.**

## **Introduction**

Occasion sponsorship plays an essential function in any business or organization. In addition, tata consultancy services have signed for 8years in the New York road Runners (NYRR). This official TCS marathon is made feasible through an app that lets visitors from everywhere within the world experience it. TCS is a large framed corporation. The employer has been associated with any activities for years. The organization is affiliated with the marathon. TCS joins sports

# **Q3.a. Marketers should choose brand elements like logos, symbols, jingles, slogans, characters to enhance brand awareness and facilitate formation of strong, favorable and unique brand associations. Brand characters represent a special type of brand symbol that can take real-life or animated character. As a brand manager, would you prefer a real-life or animated character for your brand. Explain with an example. (5 Marks)**

# **3.b. Marketing channels are a set of interdependent organizations involved in the process of making a product or service available for use or consumption. Explain the reasons behind Maruti Suzuki’s retail strategy of selling brands like S-Cross, Baleno, Ciaz through its premium retail brand called Nexa. (5 Marks)**

# **Answer 3 (A).**

## **Introduction**

Brand design is critical to differentiate an organization from a company in any competitive market. The ingredients of a company's brand are decided to entice the entire client. An employer relies totally on its brand. So it needs to be fully decided by how properly it's far

**Answer 3 (B).**

**Introduction**

Any business has an advertising method for its progress. Maruti Suzuki is the essential car manufacturing company in the world. It has gained worldwide fame for its numerous modern cars. This employer has a few retail strategies that have made so much international