**Brand Management**

**December 2022 Examination**

**Q1. Sakshi has started her new business of selling pickles in Mumbai. There is no name to the brand as the same is sold in plastic jars available in the market. General customers remember the brand as Sakshi Tai's (Sister) pickles. There is a continuous demand for the product, and the total sales touched 40 lakhs in 2021. You get to know about this, and you want to offer help to Sakshi in creating brand elements for the pickles. Explain and elaborate on various types of Brand elements that you will suggest for the pickles. Also, explain the criteria for choosing brand elements.**

**Ans 1.**

**Introduction:**

Brand management is vast and used to describe the marketing suggestions to keep, improve, and create a terrific awareness of the significant worth and credibility of the brand and its item over this time. It has vital brand management assistance to develop and support a closer relationship with the audience. With the support of the dedicated building customer, the brand's online reputation and related items are perceived much more favorably.

One of the fundamental reasons individuals begin a business is essential: They never again need to work for one more individual. The yearning to benefit you has a steamy vibe to it. Being a

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**Q2. Sakshi is super impressed with your idea of Brand elements. You have also explained to her that a sustained effort in branding will make the brand work. She wants to understand various factors responsible for Brand Challenges. As a consultant, explain the same for the pickles she sells.**

**Ans 2.**

**Introduction:**

Suppose you are involved with building brand pickles. Sakshi eagerly anticipates advertising the brand aspect of the pickles marketing business, making it more comfortable to fix and acquiring even more traffic quickly. Ten added noting difficulties to remember as you function to produce your photo pickles. In that situation, you will profit from reviewing how you are confronting every one of the troubles beneath: Building a digital method: This field is made complex, vibrant, and needs an alternative expectation. New abilities, creative drives, and better

**3. a. Sakshi's business has grown after your recommendation and suggestion. She has planned to extend the market beyond pickles with the same name. She plans to launch Papad, Chocolates, Pav Bhaji Masala, and Khakhra. Select the product categories that you will suggest Sakshi for Brand Extension and explain various advantages of Brand Extension that would suit Sakshi for the selected products**.

**Ans 3a.**

**Introduction:**

It increments the brand name of pickles, and The gamble conspicuous by the clients lowers-- the chance of getting appropriation and preliminary increments. A laid-out brand name develops shoppers' advantage and passion for trying new products having the laid-out brand name-- the productivity of limited time intake increments. Advertising, selling, and significant expenses are

**3.b. Select the unrelated product categories from the list and explain various disadvantages of Brand Extension that would be applicable.**

**Ans 3b.**

**Introduction:**

Brand expansion is an essential aspect of cultivating a brand. The business method of offering new things like pickles as augmentations have become popular. Exhaustively, it is commonly used as 8 out of pickles are presented as a brand expansion on the lookout. Brand extension