**Strategic Brand Management**

**December 2022 Examination**

**1. Discuss the various product layer taking a sub-urban restaurant as an example. (10 Marks)**

**Ans 1.**

**Introduction**

Sustainable change is required to develop the pivoted modifications to operate the aggressive changes. Ordering contactless, meal delivery, and curbside pickup create permanent factors for the developed industry's future. Furthermore, communities and cultural and traditional changes are required in suburban and concrete regions to explore customers' experiences and shift consumers based on exploration and panorama to the advanced market setting. But, the returning building is growing into a new facility for professionals, including work-from-domestic services to control enterprise tendencies. The restaurant's services are developing an aggressive assist-

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**2. How can you classify consumer products/ goods? Explain each of its types with examples. (10 Marks)**

**Ans 2.**

**Introduction**

Product classification describes the designing of the competitive marketing method to tell the consumer's demand and behaviors to perform better service values. Furthermore, client mindsets are efficaciously handled. The marketing approach mitigates consumer queries by focusing on elastics' marketing finances. The unsought items of classification are creating the marketing approaches to discover aggressive adjustments to reach clients' demands by considering the brand and product values. Agencies exploring corporation life insurance help connect with

**3. Coke has the most comprehensive portfolio in beverage industry comprising of 3300 products. Beverages are divided into diet category, 100% fruit juices, fruit drinks, water, energy drinks, tea and coffee etc. As per Nielson's data, Coca-cola is the No.1 brand in sparkling beverages, juice, and retail packaged water in 2010. Coca-cola has its market presence around 200 countries. Coca-cola brands in India are Fanta, Maaza, Limca, sprite, Turns up, Minute Maid, Nimbu fresh, Nested iced tea etc.**

| **COCA-COLA PRODUCT LINE** |
| --- |
| **Aerated Beverages**  | **Energy Drinks**  | **Bottled Water**  | **Fruit Based Beverages** | **Tea & Coffee Products** |
| **Coca-cola diet coke**  | **Burn**  | **Ades (Indonesia)** | **Bibo** | **Enviga (us)** |
| **Kinley** | **Buzz** | **Kinley** | **Cappy** | **Refresh Tea**  |
| **Sprite**  | **Mother(Australia)** | **Bonaqua** | **Five alive** | **Far Coast(Canada)** |
| **Fanta** | **Real gold (Japan)** | **Cristal** | **Mazza** | **Saryusaisal(Japan)** |
| **Limca** | **Rockstar** | **Dasani** | **Amita** | **Georgia** |
| **Schweppes** | **Samurai(Vietnam)** | **Ice dew**  | **Minute Maid** | **Gold Peak Tea(US)** |
| **Seagram’s** | **Scorpion(Japan)** | **Kiwi Blue** | **Lift** | **Enviga(US)** |
| **Malvern water** |
| **Sports drinks** | **Vending machines** | **Canned soup** |  **J.V. Co-Brand Products** |
| **Aquarius** | **Georgia** | **Brimstone** | **Bacardi** |
| **Mixers** |
| **Nestea** |
| **Powerade** |

**a. Discuss the 4Ps or the Marketing Mix of the company. (5 Marks)**

**Ans 3a.**

**Introduction**

The marketing mix is an organization's competitive technique to evaluate advertising concepts and market values. Furthermore, the different components included in advertising mix strategies, such as price, products, and promotional changes, can be described in this section connecting with the given case facts. The coke statistics will connect the marketing blend to manage the

**b. Discuss the length of aerated drinks and breadth of the coca-cola product line (5 Marks)**

**Ans 3b.**

**Introduction**

The product mix creates essential information about Coca-Cola products to review the analysis of product lines and product mix values. Furthermore, this section will regulate the product line with added breaths values of the goods line to analyze the competitive referral changes. However, the product line can be connected with the product category to analyze the competitive