**Strategic Brand Management**

**June 2023 Examination**

**1. The Indian Hotels Company Limited (IHCL) and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. The IHCL hotel brands are the Taj, Vivanta, and Ginger. Why has IHCL created a portfolio of different brands in the same product category? Is IHCL following a sustainable strategy?**

**Ans:**

**Introduction:**

The Indian Hotels' Organization Limited (IHCL) is a leading hospitality organization in India that operates a variety of motels, inns, and other hospitality companies underneath distinct brand names. The organization's portfolio of manufacturers includes Taj, Vivanta, and Ginger, which give a unique mixture of Indian hospitality and world-magnificence service. IHCL's strategy of creating a portfolio of brands in the same product category has helped it cater to various market segments and gain sustainable increases. This essay will discover why IHCL has created a It is only half solved

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**2. Sony started as a player in Walkman and is currently serving mobile phones, speakers, headphones, television, and other product categories. Comment on Sony’s brand extension strategy? Is Sony right in employing brand extension to expand business’s competence into different product categories?**

**Ans:**

**Introduction:**

Sony is a Japanese multinational corporation that has existed for over 70 years. It began as a small electronics employer after World War II but quickly became a prominent player within the electronics industry. Considered one of their top iconic products was the Walkman. This transportable cassette player revolutionized how people listened to music. Therefore, Sony has increased into numerous product categories, including mobile telephones, speakers, headphones, and

**3.**

**a) Can brands be human? Is it possible to associate human characteristics and traits with the brand to which the customers can relate? Explain with an example. (5 Marks)**

**Ans:**

**Introduction:**

Inside the modern-day business global, branding isn't just about growing a unique brand or designing a catchy tagline. It's about developing an emotional connection with the clients and making them feel personally attached to a selected logo. This emotional bond drives the customers to repeat purchases and endorse the brand. One way to create this emotional

**b) After parting ways with Honda in 2011. Hero Moto Corp decided to go for a complete overhaul through repositioning with a change in their logo, slogan and tagline to ‘Hum Mein Hai Hero’. What strategy was adopted by Hero Moto Corp for repositioning? (5 Marks)**

**Ans:**

**Introduction:**

Hero Moto Corp is the arena's largest producer of two-wheelers, based in India. The company, previously known as Hero Honda, became a joint task among Hero organization and the Honda Motor business enterprise. However, in 2011, Honda determined to end the partnership, and the company needed to