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No.:

Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), FEBRUARY 2022
(2020 Scheme)****Course Code :** 20MBA267**Course Name:** Brand Management**Max. Marks :** 60**Duration: 3 Hours****PART A***(Answer all questions. Each question carries 2 marks)*

1. What are the elements of Brand Identity?
2. Discuss about the various Dimensions of Brand Image?
3. Specify the social responsibilities of Brand Ambassadors.
4. Define Brand Audit
5. List the sources of Brand Equity?

PART B*(Answer any 3 questions. Each question carries 10 marks)*

6. Examine the relevance of Aaker Brand Equity Model in Today's Business Context.
7. Explain the self-expression, relationship basis and functional benefit models with relevant examples
8. Explain any four Brand Promotion methods adopted by a multinational company of your choice.
9. Discuss different types of Brand Extensions. Explain the factors influencing decision for extensions.
10. Critically examine the different methods of measuring the Brand Performance in the context of health care and hotel industry.

PART C*(Compulsory question, the question carries 20 marks)*

11. Incredible India Campaign: Nation Branding

Approximately, 18 short videos were uploaded on you tube, showcasing the diversity of Indian landscape, architecture, dance forms, cuisine, destinations, and people, conveying the richness of Indian heritage and culture. This has been a unique advertising and marketing campaign undertaken by the Indian Tourism Ministry under the title of incredible India.

The Campaign is being used in India as well as abroad and is underpinned by the principle 'Atithi Devo Bhava' (Guest is God). Within the country, the campaign serves to create social awareness about sensitizing to the various aspects of tourism, ranging from hospitality to hygiene. Internationally, it creates awareness about the richness and diversity of options available to a tourist to experience the country. The website was

created in English and later translated in Hindi and foreign languages, such as French, Chinese, Korean and Japanese.

The website receives an average traffic of 100,000 visitors a day. In 2002, India was ranked 11th in the Conde Nast Travelers Award, which has Improved to a ranking of 5th in 2005 after the incredible India Campaign was launched. The success of the campaign has been visible in the growing number of international tourists to India, growing at a steady 13 percent annually.

This bodes well for the country, where tourism is the third largest foreign Exchange earner and creates employment for approximately 8.7 percent of the population. The campaign has led to a change in the tourist profile, with more tourists from an affluent segment, who are spending on an average US\$1470 per person in 2005 against a global average of US\$844.

- a) Discuss the key success factors of the incredible India campaign as a tool for Nation Branding Marks (5)
- b) How does nation branding differ from consumer products branding and communication? Marks (5)
- c) Identify the factors that have made the website and digital content successful communication tools for the Incredible India Campaign. Marks (5)
- d) What other communication and marketing tools would you propose to the Indian Tourism Ministry as part of the Branding Strategy for branding India internationally? Marks (5)
