8. Write the difference between merger and acquisition.

7. Describe the process of value chain analysis.

6. How do you measure brand equity?

5. What is brand management? Explain its significance.

4. Explain the importance of brand name.

3. Discuss about the components of self-concept.

2. Explain the concept of brand personality.

1. Explain the concept of branding.

Answer any FIVE questions out of the following:

PART A — (5 × 6 = 30 marks)

Time: Three hours

Maximum: 100 marks

RETAIL BRANDING STRATEGY

Retail Management

Third Semester

DECEMBER 2014/ JANUARY 2015

M.B.A. DEGREE EXAMINATION

MBRM 3001

Research Question:

(a) How can a marketer achieve consistency between self and brand image?

(b) How can a marketer achieve consistency between the product and the brand image?

(c) What is the brand image?

(d) Who can be the target customers and what is the brand image?

(e) How can Volkswagen create its brand image?

(f) Explain how the Volkswagen created its brand image.

Questions:

(i) Our control regarding any situation, right?

(ii) Everybody would surely want a car that is within everybody's reach. What is the Volkswagen concept that appeals emotionally to us because of its appealing image?

(iii) This is the concept of Volkswagen as it is their vision to control their Volkswagen's image and all its cars' overall branding allowing consumers to experience Volkswagen's modernity very much on experience. Volkswagen's image is the brand's ultimate differentiator.

(iv) Another ESP that has enhanced Volkswagen's customers just like the Volkswagen.

(v) Always maintaining its core values and respect to its customers, the brand name Volkswagen a household name a successful brand in its own right. In the world of technology and automobile industries, Volkswagen is one of the most trusted brands. The brand's approach consumers will relate with the brand's approach to its products. For the people, terms like most loved, fewest complaints were found to be the product proposition (ESP) of the brand. Due to staying true to its brand proposition, Volkswagen has created a strong functional loyalty. The image has helped to establish the customer towards Volkswagen's brand personality. 83% agreed that Volkswagen's friendly brand image is positive towards Volkswagen.

84%...
PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Briefly explain about the Role of Brands in Consumer Marketing
11. Explain the four types of brand naming approaches with suitable examples.
12. How do you create brand awareness?
14. What is Strategic Capability? How is it assessed?
15. Briefly explain about Strategy management process.
16. Explain about the types of organization structures?

PART C — (1 × 20 = 20 marks)

Compulsory

17. Volkswagen is a globally recognized brand that is known by everybody, thanks to its truly iconic brand image. For many consumers, Volkswagen is not just a brand that produces quality cars. Instead, it is a brand that exudes a unique and lovable brand personality that creates an emotional association with us!

In recent years, Volkswagen tops its rankings as one of the 20 best brands in the world. This shows that the Volkswagen brand is not only branded, but also highly wanted by the global market as well! Through effective brand differentiation, Volkswagen has created a positive brand image and likeability for its brand because people just love its brand’s distinctive personality.

Furthermore, Volkswagen further strengthens its positive brand image by being a brand that is able to reach out to a wide scale of consumers ranging from car enthusiasts, corporate executives and family people. By launching different categories for its car models, Volkswagen is able to fulfill each and every of its customers’ needs.

Positive brand image has helped Volkswagen to create a distinctive brand personality that enables its brand to connect emotionally with its target audience. It has also made Volkswagen a successful and iconic brand across the seven continents in the world. By creating a unique brand personality that connects to our target audience, we can bring our brands to the global market ... just like Volkswagen!

A Volkswagen brand survey was recently conducted on 100 Malaysians... here are the following results.

- 100% have heard of the brand, Volkswagen
- 96% agreed that Volkswagen has a positive brand image
- 91% agreed that Volkswagen has maintained a consistent brand image throughout the years.