**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2021-23)**

**END TERM IMPROVEMENT EXAMINATION, DEC-2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Brand Management** | Course Code | **MKT-504** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

1. Read each questions carefully and follow the instructions

2. Write answers in your own words as far as possible and refrain from copying from the textbooks/handouts/others.

3. All the questions are compulsory.

4. Quality matters, thus, focus on writing relevant content rather than being unsustainable and trying to fill extra pages.

5. All the answers must be correctly numbered as in the question paper and written in the answer sheet provided to you.

**Questions.1 (Marks 5)**

Examine the various brand associations for a brand of your choice and examine various types of brand associations and their relevance?

**Questions.2 (Marks 15)**

Considering the factors and overall guiding principles that lead to successful brand extension strategies, critically analyse the following brand extensions:

1. Snickers extending into Ice Cream Bars
2. Xiaomi extending into Fitness trackers
3. Ola extending into Electric Vehicles

**Case Analysis**

|  |
| --- |
|  |
| The Himalaya Drug Company is an Indian multinational corporation headquartered in Bengaluru, India. It manufactures health-care products under the Himalaya Herbal Healthcare brand, that contain ayurvedic ingredients. Under this very brand, they offer their largely successful face wash which has captivated the Indian market with its quality and marketing.  Himalaya was founded in 1930 by M. Manal with a vision that they want to serve humanity by launching ayurvedic products and to untangle the mystery behind the 5,000-year-old system of medicine. The company started its operations in Dehradun and later spread exponentially. Today, Himalaya is a leading global herbal health and personal care organization with close to 500 products in over 100 countries. They offer a variety of face washes under their face care product line, that cater to the different needs of consumers. They have the neem face-wash for combating pimples, moisturizing aloevera face-wash for dry skin, kesar face-wash for glowy and dewy skin, the clear complexion face-wash for people seeking clear skin and complexion, a lemon face-wash and a gentle exfoliating face wash in their portfolio. But amongst all of these, their star product is the purifying neem face wash. It accounts for over 80% of their revenue under their face wash portfolio to this date. We shall thus be largely discussing the neem face wash today.  Himalaya over the years have extended from one product category to multiple and today they have a diverse product line including Animal Health, Baby Care, Himalaya for Moms, Nutrition, Wellness, Personal care, Pharma, and Home Care. Himalaya Company’s marketing strategy can be defined as one of the most comprehensive yet important in the present times. Himalaya’s biggest marketing strategy was shift from focusing Ayurvedic ideas to herbal personal care. Leading marketing approaches of Himalaya are high quality, wellness, and uncompromised service with a smile. They are able to supply the products needed main by the customers at all times by keeping high standards.  Himalaya Neem face wash is a product of great quality, has an exclusive tube design which makes it very appropriate to use and provides satisfying service to its customers. Himalaya Neem face wash pitches itself as the teenagers’ product which satisfies to the teen’s pimples and acne problems. Himalaya products are reasonable and are available in various small and medium size packets which are very convenient to carry. |

**Case Questions**

Q3. Draw a brand-product matrix of Himalaya’s product lines and brands. On the basis of this matrix, critically analyze the branding strategy of Himalaya considering its brand portfolio and various product lines. **(10 marks)**

Q4. Using Keller’s Customer-Based Brand Equity (CBBE) model consisting of the brand building blocks developed by Keller critically comment on the brand equity of Himalaya’s Neem face wash brand**.**

**(10 marks)**