



JK Lakshmipat University, Jaipur

Institute of Management

MID TERM EXAMINATION - I (Feb 2019)

BBA Sem VI
MM: 20 Marks
Code: MK11

Course: Brand Management
Time: 90 minutes

Section A (Each question is of 3 marks)

1. Explain the Customer Based Brand Equity model with example.
2. What is brand building? Discuss all the steps of brand building process.
3. Explain various criteria for choosing brand elements.
4. What is brand hierarchy? Discuss various levels of hierarchy of a brand.

Section B

Short Case Study

The practice of oiling hair in India is age old. Oil is associated with nourishment on one hand and use of shampoo is linked with dryness and damage to hair. The belief is that shampoo typically washes the oil off hair and as a consequence robs hair of nourishment.

Garnier is a division of L'Oreal that has a range of hair care products under the brand Fructis. L'Oreal entered in India in the year 1992 with Garnier Ultra Doux range of Shampoo. Garnier accounts for about 90% of the company's turnover in India. Garnier Ultra Doux shampoo was initially positioned with Ayurveda and Natural ingredients with a competitive price. It was later re-positioned as Garnier Fructis to fill this gap of consumers using oil and shampoo in India - a two-in-one formula as a positioning innovation in the market. This move added a new dimension in the evaluation set of consumers. Different brands sought to occupy positions that catered to various considerations of consumer like hair softness, dandruff removal, shiny straight hair, etc.

Fructis took a non-linear approach and created an innovative product which is a blend of shampoo and non-sticky oil. Shampoo cleans and oil penetrates help hair to nourish from within.

Questions

1. Discuss the concept of brand positioning and explain the approach adopted by Garnier Fructis 4 marks
2. As a brand manager of Fructis, what are your suggestions in present positioning approach 4 mark