



Institute of Management
JK LakshmiPat University
Jaipur

END TERM EXAMINATION 2018

Programme: BBA Sem VI
MM: 50 Marks

Sub.: Brand Management
Time: 3 Hours
Subject code: BBA608

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

- Q1. What is brand equity? Explain the major components of brand equity. (10 marks).
- Q2. Explain the concept of brand identity and brand image with examples. (10 marks).
- Q3. Explore the major brand decisions. (10 marks).
- Q4. What do you understand by 'Brand Value Chain' explain various stages in Brand Value Chain with example. (10 marks).
- Q5. Write short notes on any two of the following: (10 marks).
- (a) Brand extension strategy is about external leverage.
 - (b) Line extension is like a carpet bombing strategy.
 - (c) Brand aims at creating monopoly.

Section B

- Q6. TVS Motors company has forayed into motor oils market. Read the following and suggest the **branding strategy (naming the oil)** using the considerations that guide brand architecture decisions.

TVS Motor company which besides offering scooters, mopeds and motorcycle in India, has now forayed into the oil industry. TVS has launched a semi-synthetic 4 stroke engine oil which the company claims, will offer better fuel economy, lower emission levels and longevity of engine life.

According to a company statement, the oil has been certified as high standard oil, by the Japanese Automotive Standards Organization JASO MA2 and American Petroleum Institute – API SL. Currently, the only firm which rates oil for use in wet clutch bikes is JASO. Among the two ratings, JASO MA and JASO MB, MA rating means that the oil will ensure that clutch won't slip. TVS's oil blended with purified water-white, high viscosity index base oils, and claims to use advanced formulation technology for extreme thermal conditions, to make sure the oil remains stable in high low temperature conditions, it can be used in all 4-stroke motorcycle, and comes in 1 litre and 900 ml packs and is priced at Rs. 235 per litre.

TVS is the third largest motorcycle manufacture in India after Hero Honda and Bajaj. TVS group owns auto industries such as Axles India, Brakes India Limited, Deiphi TVS Diesel Systems limited, TVS Auto parts Private limited etc. TVS supplies components such as bolts and nuts, electrical systems etc to many car makers in India as well as abroad. It also has a tyre business- TVS tyres – and multi brand car service centers.

Now, with the 4 stroke engine oils, TVS is diversifying across other segments in the automobile space as well. Other manufacture too sometimes co-brand oils for use in their vehicles. Mahindra and Mahindra, Tata and General Motors also have co-branded oils for use in their vehicles. They list these as recommended oils for their vehicles. All TVS Motorcycle will come with its own engine oil and it will be the recommended oil from now on for all service centers for TVS bikes.

(20 marks)