Postgraduate Diploma in Marketing
June 2019 Examination
Driving Brands for Results (DBR)

Date: 28 June 2019

Time: 0830Hrs – 1130Hrs
Duration: Three (03) Hrs

Total marks for this paper is 100 marks.

There are two parts in this question paper. All questions in Part One are compulsory.
It includes a mini case.

Part Two includes 6 Essay Type Questions. Answer 03 questions from this part.

Instructions to candidates

1. State your Registration Number on the front cover of the answer book and on each and every additional paper attached to it. Your name must not appear anywhere in the answer book or answer scripts.

2. Always start answering a question on a new page.

3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.

4. Answer the questions using:
   - Effective arrangement and presentation
   - Clarity of expression
   - Logical and precise arguments
   - Clear diagrams and examples where appropriate

5. Illegible handwriting and language errors will be penalised.
PART ONE

Question 01: Case Study

Rishan is a graduate, who owns the small-scale company Nutri Lanka Manufacturing (Pvt) Ltd. Nutri Lanka is a company that manufactures and markets a select number of food products in the Sri Lankan market and it is regarded as an innovations-driven company. As a visionary leader, Rishan is in the view that developing new products and new brands is the key to achieve success in the marketplace.

As a result of an extensive new product development process done recently, Rishan introduced a new pre-cooked nutritious supplement to the market. The new product differentiated itself from competitive products by using locally available ‘Jackfruit’ (called Kos in Sri Lanka) as the main ingredient while other ingredients are corn, soya, finger millet and rice. This patented product seemed to be appealing to the local community as jackfruit is very familiar to people from a cultural perspective whereas competitive products are only made of ingredients other than jackfruit. Further, some reputed universities and authorities have certified the nutritional value of this product.

The new product was branded as ‘Jacko’s Nutri Posha’ assuming that it informs the customer about ingredients and nutritional value of the product. The slogan ‘Nutritional partner of your family’ was chosen to support the brand name. As illustrated in the picture, the logo depicted a picture of jackfruit and a chef along with the brand name. Further, the animated character of the chef was used in promotions to represent the brand. A smart package made of foil was designed containing the brand, logo, slogan and necessary information.

Rishan, as the owner of the company, wanted to target both children and adults with Nutri Posha. All marketing efforts were designed accordingly to position Nutri Posha as ‘a nutritious supplement that can substitute breakfast as well as a snack item to be taken between main meals’. However, Rishan is not certain as to how he should differentiate the brand from competitive offers and he assumes that it is much better to differentiate the brand based on tangible attributes of the product. Further, Rishan is in the opinion that online presence is very important to build a strong brand in the digital era, for which he seeks the advice of an expert in the field of brand management.
a) Briefly describe two (02) types of brands (based on the type of value provided) that ‘Jacko’s Nutri Posha’ can be converted into. (04 Marks)

b) Briefly discuss four (04) perspectives that Nutri Lanka can use to conceptualize/design the identity of the new brand. (08 Marks)

c) Critically evaluate the ability of the proposed brand elements of Nutri Posha to contribute to the brand equity. (08 Marks)

d) Describe three (03) factors that could affect the brand loyalty of Nutri Posha. (06 Marks)

e) Briefly explain four (04) ways in which Nutri Posha can be differentiated from competitive offers in terms of its tangible attributes. (08 Marks)

f) Discuss three (03) activities that Nutri Lanka can use to reach target customers online. (06 Marks)

(Total 40 Marks)
PART TWO

This part includes SIX Essay Type Questions
Answer THREE questions

Question 02
There are a number of challenges that brand managers have to overcome to see their product succeed. Brand managers have to understand these challenges well if they are to make effective branding decisions.
Discuss five (05) such branding challenges and explain how brand managers can overcome such challenges.

(Total 20 Marks)

Question 03
Building a strong brand is not a simple task. It involves a series of activities ranging from carefully crafting a proper brand identity to engendering a strong bond between the brand and customer so as the customer would be strongly loyal to the brand.

Explain the steps in building a strong brand using an appropriate model. You may use examples wherever possible.

(Total 20 Marks)

Question 04
Sustain a brand in the market requires brand managers to periodically track the brand. This involves collecting information about the brand from customers at regular intervals of time. Further, various research techniques are used in tracking brands.

Briefly explain two (02) qualitative techniques and two (02) quantitative techniques that can be used in tracking brands. Discuss situations where qualitative and quantitative techniques are applicable.

(Total 20 Marks)

Question 05
Successful positioning strategy requires the brand to have strong differentiation/s against competitive brands. Though, tangible and intangible product attributes are major sources of differentiation, various other options are available to differentiate a brand effectively.

Briefly discuss five (05) such differentiation strategies (other than product attributes) with appropriate examples.

(Total 20 Marks)
Question 06
The terms ‘brand extension’ and ‘brand stretching’ are often used interchangeably. However, these two strategies seem to be conceptually different.

Differentiate ‘brand extension’ from ‘brand stretching’ with examples. Briefly discuss three (03) factors that support and three (03) factors that operate against brand stretching.

(Total 20 Marks)

Question 07
It is important for brand managers to revitalize/rejuvenate brands so that they create excitement, buzz, and constant consumer attention.

Briefly explain five (05) brand rejuvenating strategies with relevant examples.

(Total 20 Marks)

(Total 60 Marks)

(Total 100 Marks)

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