Instructions to Candidates:
1. This paper contains 06 (six) questions. Answer only FOUR questions.
2. This paper carries total of 100 marks (25 marks x 04 questions = 100 Marks).
3. Start answering each question on a fresh page.

Answer any FOUR (04) questions

Question 01
Assume you are a newly appointed brand manager who is going to in charge of a beverage brand which is going to be launched in Sri Lanka. (Pick any category and a brand of your choice – it could even be a new brand.)

i. How would the brand identity prism be useful in creating the new brand?  
   (06 Marks)

ii. Explain how you would make use of different categories of agencies (service providers) in creating and executing your brand plan.  
   (15 Marks)

iii. What are the factors to be considered in developing your promotional plan?  
    (04 Marks)
   (Total 25 Marks)

Question 02
“If a brand is positioned well and if the branding task is to be completed, there are two main aspects that go hand in hand. One is the strategic thinking process which involves STP and the tactical plans which involve the 4Ps or 7Ps.”

i. Explain the relationship between STP and the 7Ps.  
   (10 Marks)

ii. Taking an example of your choice explain how the 7ps should be used in positioning a service brand.  
   (06 Marks)

iii. Explain the importance of the extended marketing mix in branding a service (Take an example of your choice to describe the importance).  
    (09 Marks)
   (Total 25 Marks)
Question 03
“Positioning is not in the product, it’s in the minds of the consumers.”

i. Do you agree with this statement? Elaborate on the statement given above using an example of your choice (Using a Sri Lankan Brand). (05 Marks)

ii. How can the elements of the marketing mix could be used to establish a pre-determined positioning of a brand? – explain with a home-care brand of your choice (10 Marks)

iii. Could ‘customer pain points’, ‘customer gains’ and or ‘customer jobs to be done’ used in building brand equity? If yes, explain how it could be done. (10 Marks)
(Total 25 Marks)

Question 04
i. “A lack of consumer centric marketing mix will lead to difficulties in implementation and may end up in the early collapse of brands”. Discuss the main factors that need to be considered by a marketer whilst developing a consumer centric marketing mix. (10 Marks)

ii. Select a niche market product of your choice and analyze the positioning and key characteristics of the selected product to cater its identified niche. (15 Marks)
(Total 25 Marks)

Question 05
Brand equity and brand loyalty are perceived as similar concepts but there is a difference between brand loyalty and brand equity.

i. What is brand equity? (04 Marks)

ii. Compare and contrast Keller’s brand equity model and Aaker’s model of brand equity. (09 Marks)

iii. What are the elements of brand equity? You may explain using either the Keller’s model in brand equity or Aaker’s model in brand equity with a suitable example from the local FMCG personal care market. (12 Marks)
(Total 25 Marks)
**Question 06**
In today’s competitive market, managing the category is one of the most important tasks of a brand custodian in any company.

i. What are the possible options available for naming a brand? Elaborate with examples. (10 Marks)

ii. What is meant by a flanker brand? Elaborate with examples. (05 Marks)

iii. What are the brand strategies available with existing product lines and new categories? Explain with examples. (10 Marks)

(Total 25 Marks)

(04 Questions x 25 Marks)
(Total 100 Marks)

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