Answer Any FOUR (04) Questions

Question 01
A marketing mix is a set of controllable variables which an organization can use to grow its business as well as face competition.

a) Explain two (02) different pricing strategies an organization can adopt with examples. (10 Marks)

b) Select a brand of your choice and explain how it has used elements of a promotional/communication mix. (15 Marks)

(Total 25 Marks)

Question 02
Consumer buying behaviour is a critical factor for the success of any brand. Therefore, brands need to be proactive in any changes of the buying behaviours of its potential customer bases.

a) Describe the different steps of consumer buying behaviour with an example. (10 Marks)

b) Maslow’s hierarchy of needs gives critical information to brands on exact consumer needs of the existing/potential market of the brand. Identify different levels of needs in the hierarchy with an example of a brand for each level except for physiological needs. Examples needs to be from brands that operate in Sri Lanka. (15 Marks)

(Total 25 Marks)
Question 03
Understanding key concepts in branding and brand planning is the key to success as a brand manager.

   a) Explain the concept of brand identity while using an example to describe how brand identity prism could be used in creating a brand identity. (10 Marks)

   b) Describe the difference between brand identity and brand image by using an example from the market. (8 Marks)

   c) Explain the difference between brand line extension and brand category extension using suitable examples. (7 Marks)

Question 04
STP is the main strategy used in brand marketing.

   a) Explain as to why segmenting, targeting and profiling are considered as pre-requisites of brand positioning. (10 Marks)

   b) Describe how a strong positioning statement should be written by using an example of your choice. (10 Marks)

   c) Explain the differences between repositioning and re-branding using examples of your choice. (05 Marks)

Question 05
Brand equity has gained importance in the marketing fraternity. Yet the concept seems to be loosely comprehended by most marketers.

   a) Define brand equity and explain the relationship between the ‘brand’, ‘consumer’ and the ‘brand equity’ (the interdependency of the three concepts) by using an example of your choice. (09 Marks)

   b) Choosing a personal care brand (FMCG) of your choice, elaborate how the elements of the Keller’s model could be used in building brand equity. (10 Marks)

   c) Elaborate the importance of brand association and brand performance/perceived quality by David Aaker using examples of your choice. (06 Marks)

(Total 25 Marks)
Question 06
Digital media marketing, social media marketing and mobile marketing are gaining a significant importance in marketing plans. Many say that the internet has made a revolution in marketing despite brands being attacked in numerous ways on the internet. However, the importance of traditional media cannot be undermined in certain categories. Answer following questions with examples.

a) What are the challenges and dynamics in broadcasting media and in what ways can we overcome these challenges when building brands in Sri Lanka?
b) What are the factors to be considered when using print media for advertising in Sri Lanka?
c) What are the factors to be considered when protecting a brand from possible future threats as far as the brand registration and legal environment is concerned?
d) Strategic media scheduling is as important as creative advertising and in the creation of advertising material. Explain the statement with examples.
e) How can a start-up business/brand make use of online social media in creating brand awareness?

(5 marks each)
(Total 25 Marks)

(04 Questions x 25 Marks)

(Total 100 Marks)

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