Question 01

“Kess” a well-known hair oil brand which was once a very powerful name in the minds of Sri Lankan females, has displayed some visible signs of declining over the last four years. The brand had only one product named “Kess Herbal Hair Oil” in a situation where the market had many attractive segments demanding solutions for dry hair, damage repair, anti-hair fall, hair growth and many other large categories. “Kess” once the market leader was comfortably and comprehensively beaten by “Kumari” with their array of superior quality products addressing various types of hair issues and effective brand engagement activities that were coupled with constant and continuous marketing activities which nurtures their differences. Kumari got popular due to its positioning as a strong value for money (VFM) brand. You have been hired as the brand manager for “Kess” and have been requested to turnaround the brand back to its winning status again through an effective “brand revitalization plan”.

(Total 25 Marks)

Question 02

You are the brand manager for “Dath Dath” toothpaste. The board of directors have requested you to do a presentation on your job role as the brand manager for “Dath Dath” covering the four major areas of a brand manager’s role including the brand analysis criteria you have been carrying out to assist brand planning.

(Total 25 Marks)
Question 03

Can nature be branded? Can a company take elements and components from nature to add value to customers and create a sustainable brand in the process?

(Total 25 Marks)

Question 04

Distributor brands (retailer’s brands) are becoming an increasing threat to main FMCG brands, why do you think that retailers are increasingly launching distributor brands? Use examples to elaborate the answer wherever possible

(Total 25 Marks)

Question 05

What do you mean by media fragmentation? What has been the cause for media fragmentation and how is media fragmentation having an impact on brands and brand managers?

(Total 25 Marks)

Question 06

A Famous multinational company who boasts of a popular portfolio of brands is in the verge of finding its critical size in order to focus and perform better in a highly vulnerable marketplace. Their brand portfolio consists

✓ “Moonlight Soap” – Market leading detergent soap bar which is in its declining stage.
✓ “Naturelle” – A range of sugar free ready to drink (RTD) fruit juices price positioned at 25% higher than the market leader.
✓ “Dadmite” – A Make it Yourself (MIY) food supplement drink, positioned for matured audience with only single variety
✓ “Pinky” – A fairness cream without bleaching launched with a powerful communication campaign “Bleaching Nethuwa Suduwemu” (Get fairer without bleaching)
✓ “Doll” – A range of baby products including baby soap, baby cream, baby wash, baby shampoo and baby oil.

As the brand manager for this company, your CEO has requested you to propose a brand portfolio management plan to decide the strategic direction of the company. This includes suggestions on the existing brands and whether they are to be milked, re-launched, discontinued or transferred to an existing brand. All your suggestions need to be clearly justified.
<table>
<thead>
<tr>
<th>Brand</th>
<th>Category Penetration</th>
<th>Category Trend</th>
<th>Contribution to Cashflow</th>
<th>Product Life Cycle</th>
<th>Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moonlight Soap</td>
<td>95%</td>
<td>Declining</td>
<td>25%</td>
<td>Declining</td>
<td>Saturated</td>
</tr>
<tr>
<td>Naturelle</td>
<td>15%</td>
<td>Promising</td>
<td>10%</td>
<td>Entry</td>
<td>Many new</td>
</tr>
<tr>
<td>Dadmite</td>
<td>20%</td>
<td>Declining</td>
<td>5%</td>
<td>Declining</td>
<td>Very few</td>
</tr>
<tr>
<td>Pinky</td>
<td>60%</td>
<td>Growing</td>
<td>40%</td>
<td>Growing</td>
<td>Intense</td>
</tr>
</tbody>
</table>

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

(Total 100 Marks)

-END-