Answer any four (04) questions

Question 01
As the recently hired Brand Manager for ABC Pvt. Ltd you have been assigned to submit a detailed report to the Board of Directors explaining your role as the “Brand Manager” highlighting the importance of key areas which you overlook as the Brand Manager.

(Total 25 Marks)

Question 02
A brand draws its strength from the company’s financial and human means. It needs to be consistent in delivery over a long period of time in order to establish itself in the hearts and minds of consumers. As such, a brand can be stated as the realization of a long term vision. Using a “Brand System”, demonstrate your knowledge as to how a brand can consistently be built over a long period of time while ensuring consistency across the tangible and intangible elements. You are required to use real world examples.

(Total 25 Marks)

Question 03
“Sathischandra” coffee was once a very popular brand in the mindsets of the Sri Lankan consumers, however was analysed to be found slowly declining. As the recently hired Director of Brands for Sathischandra you have been requested to do a presentation explaining the reasons behind its current issue.

(Total 25 Marks)
Question 04
“Advertising is not the priority in brand promotions”.

Using your theoretical knowledge and relevant examples of actual companies, justify this statement and explain the process the brand needs to follow in order to gain market leadership without advertising.

(Total 25 Marks)

Question 05
Briefly explain who a celebrity brand is using examples of celebrity brands. (Popular social personalities, specialists in certain areas of work, athletes, musicians, actors etc.)

(Total 25 Marks)

Question 06
“Nanamite” is a famous food spread made with yeast extract and was an integral part in the hearts of the previous generation of Sri Lankans. However, during the last four years the brand has displayed a drastic declining trend. You have been hired as the new Brand Manager for “Nanamite” and have been requested by the Board of Directors to submit a report highlighting the reasons behind the declining of “Nanamite” as well as a new strategy to overcome this detrimental issue to ensure the brand life.

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

(Total 100 Marks)

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