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 booklet and on each and every additional paper attached to it. Your name must not appear anywhere in the answer booklet 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

Answer all questions

Question 01: Case Study

IS IT POSSIBLE TO “BOTTLE THE FEELING OF BEING YOUNG?”

“B-Blue” produced by House of Soda is capable of bottling the feeling of being young making it the number one beverage choice among young Sri Lankans for decades. House of Soda is a leader in Sri Lanka’s carbonated soft drinks market, offering an exciting range of products to customers through its ‘House of Soda’ heritage brand. Deep industry insights gained over 15 decades of market dominance have sharpened the company's understanding of evolving consumer tastes, enabling it to consistently deliver great products through convenient and accessible channels.

Blue is the company's oldest brand and it has remained undefeated as the 'country's most popular youth beverage brand' at national awards, attesting its increasing popularity among young audiences for the 10th consecutive year. Commenting on the National Awards, "B-Blue" Brand Manager said, “‘B-Blue’ is celebrating 10 remarkable years as the most popular youth beverage in Sri Lanka. It is truly the people’s choice. Building a strong brand is not an easy task, all this points to the delight of our customers and we could not have done any of this without their continued love, support, commitment and loyalty for which we offer them our heartfelt thanks”.

With a very unique blue colour and a syrupy yet refreshing taste, “B-Blue” is all about experiencing joy and harmony, enabling shared experiences among our youth from diverse backgrounds and from all corners of the island. Beloved by all, across the island, “B-Blue” is available in a variety of sizes and price points to suit every occasion. High-level community and customer engagement activities, convenient and accessible delivery channels and investments in various advertising campaigns, often involving celebrities around the globe, are some of the reasons why this brand has been able to connect very well with its consumers.

a) Briefly explain the benefits of building a strong brand like B-Blue from both an organizational and a customer perspective.  
(06 Marks)

b) Describe the various levels of brand loyalty and critically evaluate the customer brand loyalty level towards the “B-Blue” brand.  
(09 Marks)

c) Using Kapferer’s Identity Prism, explain how House of Soda has built the “B-Blue” brand identity.  
(12 Marks)

d) Explain how two (02) selected models can be used to measure customer based brand equity or the brand strength of “B-Blue” brand.  
(08 Marks)

e) Describe five (05) factors that have contributed to the development of “B-Blue” brand equity.  
(05 Marks)

(Total 40 Marks)
PART TWO
This part includes SIX (06) Essay Type Questions
Answer THREE (03) questions

Question 02

Tracking a brand involves collecting information about the brand from customers at regular intervals and there are various research techniques that can be applied to study and track the progress of the brand in the marketplace.

Briefly explain the need to track the brand and describe two (02) qualitative techniques and two (02) quantitative techniques that can be used for brand tracking.

(Total 20 Marks)

Question 03

When brands try to alter the position it occupies in the mind of consumers, it is termed as repositioning. There can be a number of reasons for an organization to want to change the position its brand occupies in the minds of consumers.

Discuss five (05) situations in which an organization must reposition a brand with an appropriate example.

(Total 20 Marks)

Question 04

The internet has helped physical companies move from the marketplace to market space, where customers meet virtually to conduct business transactions. Discuss how the four Ps of product, place, price and promotion are affected by the internet by using appropriate examples.

(Total 20 Marks)

Question 05

Brand extensions provide strategic advantages for both the parent brand and the sub-brand. Furthermore, just like the two sides of the coin, the extension of the brand also has some drawbacks in using the exiting brand to launch new brands.

Validate the above statement highlighting the strategic advantages for parent brands and sub brands and the potential pitfalls of a brand extension.

(Total 20 Marks)
Question 06

Brands that are successful in a product category invite competition. This leads to the entry of other players and competition heats up. The brand therefore, needs to reiterate, remind and reinforce.

Define the term brand reinforcement and discuss how an organization can effectively reinforce its brands.  

(Total 20 Marks)

Question 07

The strategic brand wheel is a tool that ensures uniformity in the brand experience. However, if the circle does not move in unison, an occurrence of gaps will transpire.

Elaborate this statement using strategic brand wheel.  

(Total 20 Marks)

(Total 60 Marks)

(Total 100 Marks)

-END-