

Reg. No. \_\_\_\_\_ Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
FIFTH TRIMESTER MBA DEGREE EXAMINATION JANUARY 2019

**MKT-T5-8 BRAND MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

**Part A**

*Answer all questions. Each question carries 2 marks*

1. What does a Brand mean to you?
2. State the Brand Resonance Pyramid Concept.
3. Give two examples for brand personality concept.
4. A Brand is built in the minds of people. Justify.
5. Mention the importance of measuring Brand Equity.

(5x2 marks = 10 marks)

**Part B**

*Answer any 3 questions. Each question carries 10 marks*

6. Who is benefited by brand – Manufacturer or Customer? What comparative benefits are offered by brand to manufacturers and customers?
7. Brand Audits are necessary to ensure brand success. Discuss.
8. When does an organization think of brand re-vitalization? What activities can re-vitalize a brand?
9. How can Integrated Marketing Communications be used for brand building? Support with a suitable example.
10. Discuss the importance of brand elements in creating a brand image. Use suitable examples.

(3x10 marks = 30 marks)

**Part C**

*Compulsory question, the question carries 20 marks*

11.

When it comes to luxury, India has one brand to boast about, that is the Taj Group of Hotels. Established in 1905, the first Taj hotel in Mumbai became a synonym for Indian hospitality juxtaposed with luxury.

When Taj began operating, the Indian Tourism Industry was in a nascent stage. Also, very few citizens could afford the luxury which the hotel provided. However, with liberalization, rise of the Indian middle class and its metamorphosis into a Corporate and IT Hub changed the market for Hotels like Taj and the Oberoi Group, who seized every opportunity for growth and expansion. As avenues for tourism, conferences, meetings etc grew in India, the Taj Group saw itself growing into a luxury hotel chain with hotels in 40 locations in India and 18 locations worldwide such as Maldives, Malaysia, Srilanka, Seychelles, The US, Bhutan and the Middle East.

So, what made the Taj group develop an equity so strong that its very name today speaks of exotica and luxury? Moreover, what made the Taj group survive in the midst of Global giants Hilton and Hyatt?

To compete with these global chains, Taj hotels introduced new systems like corporate standardization, renovation of previous properties and new-age services like loyalty program and spa services. The selection of locations too was a work of tremendous research. Taj made sure its residencies were in the most exotic locations. Moreover, it made sure that the residents get a taste of Indian culture, for eg.,Taj Lake Palace Udaipur and the Ranbagh Palace, Jaipur make its guests experience the luxury and grandeur of Kings. Moreover, Taj blended the traditional with contemporary on a way that no other chain could follow. Each hotel gave a unique taste of the local regional culture, however, in terms of facilities and services, Taj exhibited modernity.

Apart from this, Taj created its USP in food and beverages, it was the first to introduce international cuisine Sichuan, Thai, Italian and Mexican in India. Moreover, in 2006, Taj introduced PURE-India's first restaurant to focus on organic ingredients. Such a reputation helped Taj in attracting non-resident customers too, which assisted in generating tremendous revenue. Similarly, cutting edge technology and innovative services were introduced to attract the corporate clientele.

To maintain a high recall, Taj's campaigns often talk about the brand's luxury, warm and efficient service. In the 1990s, the group launched 'She is the Taj' campaign,Taj was personified as a traditional and graceful Indian woman and hence projected Taj as a brand which is efficient and modern, yet traditional in its respect and service for people. In 2007, it launched a campaign to highlight the palace-like features of its hotels.

Internationally, it has expanded through acquisitions and is presently trying to establish the same brand equity internationally as in India.

- i. Based on the case presented above, critically examine the brand associations Taj is perceived to have. (7)
- ii. Explain the brand personality concept. Does the generally conceived personality of Taj and the one projected in this campaign match? Discuss. (7)
- iii. How does the various brand personality drivers contribute in building brand equity of Taj? (6)

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