

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), DECEMBER 2022 (2021 Scheme)

Course Code : 21MBA219

Course Name: Brand Management

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Cite the various brand elements of Coke.
2. Distinguish between Brand Personality and Brand Imagery.
3. When can effective brand positioning happen?
4. List two examples of Co-Branding
5. What do you mean by the term Ingredient branding?

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Describe the various methods for Brand valuation.
7. Assess the reasons for revitalizing brands quoting Indian brands
8. Develop a integrated brand marketing strategy for a startup.
9. Evaluate the various brand tracking methods used currently by organizations.
10. Develop a suitable a social media strategy for a Non-Government Organization (NGO) in the context of a fund raising campaign for a social cause.

PART C

(Compulsory question, the question carries 20 marks)

11. As one of the most recognized corporations in the world, The Coca-Cola Company offers over 500 brands to people in more than 200 countries and employs more than 700,000 people around the world. In addition to its namesake Coca-Cola drinks, just some of the company's leading brands around the world include Dasani waters, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smart water, Sprite, vitamin water and Zico coconut water. The company has built dozens of mobile apps, ranging from the mixology guide Coca-Cola Freestyle for consumers to Coke Notify Service Request for retailers to Dasani Purefill, an app designed to help college students stay hydrated via self-serve water stations. The company was founded in 1892 and is headquartered in Atlanta, GA.

Challenges

All around the world, people consume The Coca-Cola Company's products 1.7 billion times every day — about 19,400 beverages every second. Because many consumer interactions with the company's brand occur in secondary outlets, such as grocery stores and stadiums, it's particularly valuable to have accurate data that sheds light on the myriad marketing challenges and opportunities that come with being such a ubiquitous and multi-faceted brand. Whether it is optimizing its own apps or partnering with retailers to optimize theirs, Coca-Cola relies on App Annie Intelligence to help it understand the digital landscape via actionable data. Armed with data from App Annie, Coca-Cola can gain an understanding of everything from keyword optimization to color schemes used in screenshots to media buys. App Annie data, Chambers notes, injects science into a variety of marketing strategies. "The use cases of what we use the App Annie dataset for are as diverse as the Coca-Cola customer base," he says. App Annie's data is a linchpin of the deep learning that propels Coca-Cola and its customers forward.

"We can manifest that understanding into getting our customers to add new features that engage consumers, into driving engagement in user bases in apps, and even in things like getting the perfect mobile ordering experience in food service," says Chambers. Data from various sources can be used in concert, so Coca-Cola and its customers can drive great experiences for consumers and drive bottom line growth throughout the company's distribution network. Chambers believes that data and insights from App Annie is key to maintaining The Coca-Cola's Company's tradition of best-in-class marketing that has delighted consumers for generations. "With insights and data from App Annie and the ability to work with the customers of Coca-Cola, we can move the marketplace in places that amaze consumers and drive really great experiences — and at the same time drive bottom line growth."

a) Illustrate the relevance of App Annie Intelligence in brand strategy of Coca Cola

Marks(10)

b) Evaluate how reliance on real time data helps in brand communication for Cocacola .

Marks(10)
