**Brand Management**

**April 2025 Examination**

**Q1. The strategic brand management process has four main steps. Please explain and relate one of the steps namely ‘Identify and establish brand positioning and values’. You may relate this specific step to the brand ‘MAGGI’ (from Nestle). (10 Marks)**

**Ans 1.**

**Introduction**

Brand management is the art and science of creating and maintaining a brand’s value over time. It plays a pivotal role in ensuring that a brand not only gains customer loyalty but also remains competitive in the market. The strategic brand management process is a systematic approach used by organizations to manage their brand equity effectively. Among its four steps—identifying and establishing brand positioning and values, planning and implementing marketing programs, measuring brand performance, and sustaining brand equity—identifying and establishing brand positioning and values is foundational. This step involves defining the unique place a brand occupies in the minds of customers while reflecting its core values. For a

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**Q2. Gillette Limited, world famous for its razors also has numerous products based on brand extension principles. They have products like Gillette shaving gel, foams, after- shave lotion and more. List and relate how Gillette Limited would have evaluated brand extension opportunities available to them. List at least any three brand extension opportunities identification steps. (10 Marks)**

**Ans 2.**

**Introduction**

Brand extension is a strategic approach in which a company leverages the equity of an established brand name to introduce new products in related or unrelated categories. It allows businesses to capitalize on customer trust, increase market share, and reduce the risks associated with launching entirely new brands. Gillette Limited, globally renowned for its razors, has successfully adopted the brand extension strategy by venturing into complementary product categories like shaving gels, foams, and after-shave lotions. This approach not only strengthened its position in the grooming market but also enhanced its brand equity by offering

**Q3. McDonalds is a world-famous fast-food restaurant chain. They also have over 500 numbers of outlets in India. McDonald’s has several outlets opened through a franchisee route. McDonald’s also does innovative sales promotion ideas. By understanding certain aspects of McDonald's story, one can understand brand management better. Answer the following questions and support MBA learning students to understand branding better by reading your notes.**

**A) Identify any two brand elements of McDonald’s in India and provide your understanding of the criteria based on which various brand elements are decided by McDonalds. Your answer must related to McDonalds brand elements only. (5 Marks)**

**Ans 3a.**

**Introduction**

Brand elements are critical components that help a brand stand out, create recognition, and connect emotionally with consumers. McDonald’s has successfully utilized its brand elements to establish itself as a leading fast-food chain globally and in India. Two key brand elements of McDonald’s in India are its iconic **golden arches logo** and the **brand mascot Ronald McDonald.** These elements are carefully chosen based on criteria like memorability,

**B) Identify and relate any two innovative sales promotion ideas used by McDonald’s in India and explain what may have been the purpose of doing it. (5 Marks)**

**Ans 3b.**

**Introduction**

McDonald’s employs creative sales promotion strategies to attract customers and maintain its competitive edge in the Indian market. Two standout promotional ideas are the **Happy Meal with Toys** and **localized pricing strategies like the McSaver Menu.** These initiatives demonstrate how McDonald’s adapts to local preferences and consumer behaviors to drive sales and strengthen brand loyalty.

**Concept and Application**

**Innovative Sales Promotion Ideas**

**1. Happy Meal with Toys**

The Happy Meal, bundled with a free toy, is one of McDonald’s most successful sales