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THIRD SEMESTER

MBA

END SEMESTER EXAMINATION

Nov/Dec-2019

MGM02 -ADVERTISING & BRAND MANAGEMENT

Time: 3:00 Hours

Max. Marks : 60

**Note :** Answer any 4 from questions 1 to 5 with reference to the case study. Internal choice is given in question 6.  
Assume suitable missing data, if any.

Britannia is the country's leading food and confectionary company. Its flagship brand Good Day (launched 1986) covers almost 50% of all Indian households. Good Day is the country's second largest biscuit brand and has ambitions to become the largest selling brand of the Rs 35,000 crores biscuits category. The three biggest segments in biscuits are glucose, marie and cookies, and Good Day has a share of 70% in the premium cookie category. Good day is already on top in urban India, and is battling several strong brands from Mondelez (Oreo), ITC (Sunfeast), Parle (Platini) and the newest entrant Amul with its range of brands.

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Portfolio of Good Day:

*Classic Range: Good Day butter (150g Rs20)*

*Good Day cashew (200g Rs35)*

*Good Day nuts cookie (200g Rs 40)*

*Good Day Pista Badam (200g Rs40)*

*Recent Additions: Good Day Choco chip (75g Rs 20)*

*Good Day Choco nuts (75g Rs 20)*

*Good Day Wonderfulls choco & nut (75g Rs30)*

*Good Day Wonderfulls Berries & nuts (75g Rs30)*

*Good Day Chunkies chocolate chip cookies (60g Rs30)*



(Contd...)

The brand has a higher order mission “to spread happiness everyday”, and has hired Deepika Padukone as its Brand Ambassador (see image). To maintain momentum in its happiness campaign a new brand campaign “Khushiyon ki zid” has been launched with the celebrity. The ads are meant to reinforce that the purpose of our lives is first and foremost to be happy, and in the words of the Brand Manager, the new campaign is “goading and spurring people to actively pursue happiness”.



Questions 1-5 based on case: (Attempt Any 4; 10 marks\*4 = 40)

1. Develop a brand portfolio matrix for Good Day biscuits. What role does a portfolio matrix play in brand strategy? (10)
  2. Would it be wise for Good Day to launch a product in the luxury gifting category? Does this decision impact the brand's credibility? (10)
  3. What are the various brand naming strategies a brand may choose from? What are the risks involved in each strategy? Discuss the brand architecture and brand naming strategies of Good Day. (10)
  4. What considerations must be kept in mind while choosing a celebrity endorser? Discuss the choice and brand-fit of Deepika Padukone as the brand ambassador for Good Day. (10)
  5. What are the advantages and disadvantages of the various media channels? What media channels would be best suited for advertisements of Good Day biscuits, given that the brand needs to increase its sales in the rural sector? (10)
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6. Write short notes on the following: (Any 4) (5 marks \*4 = 20)
    - a) Creating Advertising Budgets
    - b) BCG matrix and portfolio analysis
    - c) Ethical issues in advertising
    - d) Pros and cons of a Brand extension versus a New brand strategy
    - e) Brand Stretching