

**EASTERN UNIVERSITY, SRI LANKA**

**Faculty of Commerce and Management**

**Final Year /First Semester Examination in Bachelor of Business**

**Administration Specialization in Marketing Management 2014/15 (May 2017)**

**Proper**

**MKT 4053 Product and Brand Management**

Answer all five (5) questions

Time: 03 hours

Question 1

Hameedia was established in 1949, at a time when Sri Lanka – then Ceylon – was at a critical turning point in its history. Due to the high demand for cloths, ready to wear market was also emerging in the country. Fashion statements are often associated with power dressing that is closely linked to designers. In Sri Lanka, where design and fashion have long emulated regional and Western tastes, there has always been room for a blend of the traditional and the modern. The market may seem small, but this opens the door for a pioneer to expand and claim it as its own. This market has been largely captured by Hameedia, in the menswear micro segment. In a market that is cluttered with fakes, Hameedia continues to offer the style-oriented male a fashionably elegant solution. It is the only menswear company that has taken a strong stance against fakes and duplicates, and assumed leadership in educating local consumers about originals. With a captivating collection of attire and accessories, Hameedia has made a name for itself as The Menswear Specialist, making it the market leader in Sri Lanka.

The continuous improvement and standardization of product quality, together with constant technological upgrading and strategic management processes, have helped Hameedia achieve quicker response times over its competition. It consistently reviews its operations through technological upgrades to a main system which supports inventory control, sales, product movements, management, human resources management, point-of-sale activities, custom-tailored orders, delivery and production scheduling, accounting and customer-loyalty programmes.

Its own brands carried by Hameedia stores include Envoy, Le Bond, Signature and Rugby while it also stocks the world's best, such as Adidas, Van Heusen, Lee, Raymond, Arrow and Valentino. For the complete man, these brands encompass a full range of fashion items – from clothing to footwear to accessories. And successful business partnerships with global fashion leaders such as

Raymond, Lee, Arrow and Adidas have given it an enviable competitive edge in the marketplace. A professional, highly motivated workforce of over 600 people, visionary thinking and a quest for perfection are the fabric upon which Hameedia's success is built. And its strategies focus on top and bottom-line impact on business – through prudent pricing, and by rationalizing non-performing products and operations. Hameedia encourages innovation and initiatives that produce positive results.

Brand values with a vision to be Sri Lanka's most desired and trusted men's clothing specialist with international reputation, Hameedia continues to offer the men of Sri Lanka the ultimate in design and quality clothes. Hameedia is committed to delivering customer-defined value additions to its brands through creative and innovative merchandising, and the strength of its brand positioning. It has succeeded in creating a high level of brand visibility and equity through sustained quality and innovative marketing strategies and product availability. It is now in the process of developing regional and global franchises to carry its brands to customers the world over. It will continue to attract and retain customers by virtue of its branded products. Its stores are being developed to create an idyllic shopping ambience and product lines that are created on the basis of extensive market research. Hameedia is also strengthening its strategic plans in both retailing and wholesaling, particularly through effective communication of product availability to its customer base.

And Hameedia hopes to achieve further success through an expanded brand focus, exclusive product lines and strategic locations that are complemented by bespoke tailoring solutions. It plans to generate further growth in both volumes and value, whilst also fulfilling its obligations to society as a responsible corporate citizen.

*Source: Superbrands, p. 36.*

You are required to answer the following questions.

- a. Identify the success factors of the Hameedia brand in Sri Lanka. (10 Marks)
  - b. Explain how the own brands of Hameedia are being promoted in Sri Lanka. Your answer should include strategies and techniques used in promoting the brand. (09 Marks)
  - c. Explain the unique and favourable brand associations in the case of Hameedia (09 Marks)
- (Total 28 Marks)



Question 2

- a. Explain the importance of branding to the consumers and to the manufacturers.

**(07 Marks)**

- b. Discuss how increased competition in the market can be a challenge to the brand builders.

**(05 Marks)**

- c. Strategic Brand Management involves the design and implementation of marketing program. Explain.

**(06 Marks)**

**(Total 18 Marks)**

Question 3

- a. "Firms are getting marketing benefits by building strong brands in addition to the financial advantages" Explain five benefits of a strong brand.

**(06 Marks)**

- b. Explain how marketers develop a brand using four steps of Consumer Based Brand Equity Pyramid.

**(07 Marks)**

- c. What are the sources of brand equity? Explain with examples of your choice.

**(05 Marks)**

**(Total 18 Marks)**

Question 4

- a. "Positioning strategy for a brand requires a frame of reference, the ideal points of parity, point of difference and brand associations". Explain the statement with examples of your choice.

**(08 Marks)**

- b. How might the brand inventory and brand exploratory help brand auditing? Explain.

**(05 Marks)**

- c. What are the brand elements? Explain with examples.

**(05 Marks)**

**(Total 18 Marks)**

**Question 5**

a. How do marketers use brand revitalization strategies for their brands. Use examples to support your answer

(10 Marks)

b. Write note on the followings.

- I. Brand migration strategy
- II. Brand reinforcement strategy
- III. Secondary brand associations
- IV. Breadth of a branding strategy

(2 x 4 = 08 Marks)

(Total 18 Marks)