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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - IV
Sub.: Brand Management (MMM404)

Date : 20/05/2025
Total Marks : 60
Time: 10.00 am to 12.30 pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Definition of Branding
 2. Brand Personality
 3. Brand Extension
 4. Benefits of Brand Loyalty
 5. Brand Performance
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the concept of brand image and its importance in marketing.
 2. Explain Brand Positioning.
- Q. 3. Answer in detail (Any One) (10)**
1. What are the different types of customer brand loyalty?
 2. Analyze the advantages and disadvantages of branding
- Q. 4. Answer in detail (Any One) (10)**
1. How can brands evaluate their performance?
 2. What are the ethical considerations in branding?
- Q. 5. Case study (15)**
- In 2015, Maggi, one of India's most beloved instant noodle brands by Nestlé, faced a major crisis when allegations of excessive lead content in its products led to a nationwide ban. Maggi was removed from shelves, and its brand reputation suffered a massive blow.
- After several months, when the product was proven safe through various tests, Nestlé planned a repositioning strategy to win back consumer trust. The brand came back with campaigns like #WeMissYouToo and "Your Maggi is Safe", focusing on emotional connections with consumers and ensuring transparency about food safety.
- Maggi also introduced healthier variants, like Maggi Oats Noodles, and focused on diversifying its product portfolio (Maggi Pasta, Maggi Vegetable Atta Noodles) to show its commitment to quality and variety.
- Through these repositioning efforts, Maggi successfully regained market share

and re-established itself as the market leader in the instant noodles category.

Questions:

- 1 Explain how Maggi repositioned its brand after the 2015 crisis. What strategies did the company use to regain consumer trust?
2. Discuss the role of emotional branding in Maggi's comeback strategy. How did connecting emotionally with customers help Maggi rebuild its brand image?
3. What lessons can other brands learn from Maggi's repositioning strategy when facing a major crisis?