Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER - IV EXAMINATION - SUMMER 2025

Subject Code: 2549303 **Date: 29-05-2025**

Subject Name: Global Branding

Time: 10:30 AM TO 01:30 PM **Total Marks: 70**

Instructions

1. Attempt all questions.

2. Make suitable assumptions wherever necessary.

3. Figures to the right indicate full marks.

4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.

			Marks
Q.1		ALL 7 Questions must be Compulsory.	**14**
	(a)	Define a brand.	
	(b)	What is brand image?	
	(c)	Explain brand equity.	
	(d)	What does CBBE stand for?	
	(e)	Explain the term umbrella branding,	
	(f)	Explain brand positioning.	
	(g)	What is the meaning of global branding?	
Q.2	**(a)**	Explain the importance of branding, along with its advantages and disadvantages.	**07**
	(b)	You are the marketing manager for a new energy drink brand aimed at young adults who live active, adventurous lifestyles. Describe the brand personality you would develop for the product, and explain how this personality would influence your marketing strategy.	**07**
		OR	
	(b)	You have been asked to consult a company which is launching a new mid-range smartphone in a highly competitive market. Explain how you would position this brand to attract tech-savvy college students. Include your positioning statement and discuss how this positioning would influence your product, pricing, and promotion strategies.	**07**
Q.3	**(a)**	Explain standardization versus customization of brands in global markets.	**07**
	(b)	As an international brand manager for a fashion retail company expanding into new global markets, explain how you would build Customer-Based Brand Equity (CBBE) in these markets. Use Keller's Brand Equity Pyramid in your explanation.	**07**
		OR	
	(a)	Explain the CBBE model developed by Keller.	**07**

(b) You are the global brand manager for a popular snack food company planning to enter two new international markets: Japan and Brazil. How would you decide between standardizing or adapting your brand for each market? Provide specific examples to support your decision. **07**

Q.4 **(a)** Explore the various dimensions of brand personality. **07**

(b) You have been hired as a brand consultant for a new eco-friendly skincare company called "GreenGlow". The brand aims to target young adults aged 18–30 who are environmentally conscious and value sustainability. **07**

Describe the brand image development process you would follow for GreenGlow. Your response should include at least five steps in the process and explain how each step would be applied to this company.

OR

(a) Explain branding strategies with reference to the different types of brand names that a marketer can choose. **07**

(b) You are the brand manager for a successful premium bottled water brand called "AquaPure," known for its clean, mineral-rich spring water and elegant packaging. The brand has built strong equity in the health-conscious and eco-friendly segment. Propose a brand extension for AquaPure. Justify your idea by explaining how it fits with the parent brand, appeals to the target market, and maintains brand consistency. **07**

Q.5 Case Study: Coca-Cola – A Global Branding Success

Coca-Cola is one of the most powerful global brands in history, recognized across continents for its iconic red-and-white logo, refreshing taste, and consistent messaging. Founded in the United States in 1886, Coca-Cola has grown to operate in over 200 countries, thanks to its well-executed global branding strategy. Its brand positioning focuses on universal values such as happiness, togetherness, and refreshment—emotions that resonate with diverse audiences regardless of language or culture.

One of Coca-Cola's key strengths lies in its ability to balance global consistency with local relevance. For example, in Japan, Coca-Cola has introduced unique flavors like green tea and created vending machine campaigns tailored to the country's culture. In India, the brand uses Bollywood celebrities and local languages in its marketing to build stronger emotional connections. This cultural adaptability helps the company stay relevant while maintaining a unified global identity.

Digital branding has become central to Coca-Cola's global strategy. Through social media platforms such as Instagram, TikTok, and YouTube, Coca-Cola runs engaging campaigns that encourage user-generated content and interaction. The popular "Share a Coke" campaign allowed users to find bottles with their names or nicknames, fostering personal connection and social sharing online. Coca-Cola also uses digital platforms to localize advertisements quickly and cost-effectively, increasing engagement and brand loyalty.

Despite its global success, Coca-Cola faces several barriers in international markets. These include rising health consciousness, regulatory challenges (such as sugar taxes), and criticism over plastic waste. Additionally, adapting to vastly different cultures while preserving the brand's core identity can be challenging.

(a) What are two major benefits Coca-Cola gains from being a global brand? **07**

(b) How does Coca-Cola use digital branding to strengthen its global presence? **07**

OR

(a) Identify and explain two key barriers Coca-Cola might face in global branding. **07**

(b) Why is cultural adaptation important in global branding, based on Coca-Cola's example? **07**

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