THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5402-BRAND MANAGEMENT
CONTINUOUS ASSESSMENT TEST – 2024/2025
DURATION – TWO (02) HOURS

DATE: 9th March 2025 *Total Marks:100* *TIME: 9.30 A.M. – 11.30 A.M*

- Answer **Part A** and **Any 3 questions** from **Part B.**
- All questions carry equal marks.
- Start each answer from a new page.
- Each question should be started on a new page.

Section A- Compulsory

Q01: Samara, an entrepreneur, is planning to launch a new baby soap. She has identified her main competitors as Panda Baby, Baby Cheramy, and Pears Baby. To establish a strong presence in the market, she aims to differentiate her brand and position it uniquely within the market. To achieve this, Samara is seeking advice for strategic guidance on branding, positioning, and enhancing consumer awareness of her product.

(a) Propose a suitable brand name and tagline for this product, along with a justification.
(8 Marks)

(b) Compare existing competitors' brands and suggest recommendations for effective positioning Samara's product in consumers' minds. (8 Marks)

(c) Suggest and explain three (3) strategies that Samara can use to enhance customer brand awareness.
(9 Marks)

(25 Marks)

Section B

Select and Answer 3 Questions from Section B

Q02: Discuss the key differences between Points of Parity (POP) and Points of Difference (POD) in brand positioning with suitable examples. **(25 Marks)**

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Q03

(a). List four (04) reasons supporting the importance of Branding for a business organization in today's competitive market (8 Marks)

(b). "A Brand is More Than Just a Product". Select a product of your choice and elaborate on this statement with suitable examples. (17 Marks)

(25 Marks)

Q04. "The power of any brand lies in what customers have learned, felt, seen, and heard about it through their experiences over time. The challenge for marketers is building a brand; therefore, the brand-building process is crucial." Do you agree with the statement? Explain with examples.

(25 Marks)

Q05.

(a). Write what is meant by "Brand Mantra"? (5 Marks)

(b). Explain five (5) Characteristics of a Good Brand Mantra (20 Marks)

(25 Marks)

(Total 100 Marks)

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