THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5402-BRAND MANAGEMENT
ACADEMIC YEAR – 2024/2025
FINAL EXAMINATION
DURATION – THREE (03) HOURS

DATE:08.06.2025 **Total Marks:100** **TIME: 9.30 A.M. – 12.30 P.M**

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

Section A- Compulsory

Q01: Read the following case study and answer the questions given below.

Launching Elephant House *Pani Kurumba* Ice Cream under the *Ape Rasa* (Authentic Sri Lankan taste) Portfolio.

Elephant House has recently expanded its product category by introducing a line of authentic, culturally inspired ice creams through the *Ape Rasa* portfolio. The launch of ***Pani Kurumba* Ice Cream** marks a bold step in celebrating Sri Lanka's rich culinary heritage while catering to modern consumer preferences. This move signifies a strategic pivot for the brand: preserving heritage through flavor while appealing to a broader, modern customer base with premium, locally rooted products.



The response to *Pani Kurumba* has been especially strong in Sri Lanka's southern region, where *kurumba* (young coconut) and *kithul pani* (treacle) are treasured ingredients in traditional desserts. These flavors are more than just culinary delights they evoke memories of home, village life, and long-held traditions. For southern communities in particular, these ingredients are part of their cultural identity. By transforming these into a modern ice cream experience, Elephant House has created a product that resonates deeply with consumers' emotions and pride. The *Ape Rasa range*, in this way, not only introduces unique flavors but also honors regional diversity and strengthens the emotional connection between brand and consumer.

Looking ahead, the *Ape Rasa* portfolio opens exciting opportunities for innovation and growth. The potential for seasonal editions, collaborations with local chefs, or even expansion into international markets is significant especially among the Sri Lankan diaspora craving a taste of home. In a competitive market where global flavors often dominate, Elephant House is taking a refreshing approach by celebrating what is local, familiar, and meaningful. Through storytelling, vibrant packaging, and a clear cultural message, the brand is creating experiences not just products. The launch of ***Pani Kurumba Ice Cream*** is more than just a business decision; it reflects deep insight, collaboration, and a commitment to reimagining tradition for the next generation.

(Source; Elephant House Official FB page- https://web.facebook.com/share/p/14mB4BwZRM/) (https://www.linkedin.com/posts/shalika-kumarasinghe-913585116_launching-elephant-house-pani-kurumba-ice-activity-7300890689909755904-Bqfh)

(a) Which customer segments is Elephant House aiming to reach with its "*Ape Rasa*" range that emphasizes authentic Sri Lankan flavors? (06 Marks)

(b) Explain how Elephant House creates consumer attraction by addressing the local consumer profile through its advertising and promotion strategies, with the *Ape Rasa* range.

(07 Marks)

(c) "Elephant House can use the same *Ape Rasa* brand name for future extensions into beverages or snacks." Do you agree with this statement? Justify your answer. (12 Marks)

(Total Marks 25)

Section B

Select and Answer 3 Questions from Section B

Q02:

(a). Explain the five key components of Customer-Based Brand Equity (CBBE) as proposed by Aaker (2011). Provide suitable examples to support your explanation. (10 Marks)

(b). Discuss the key differences between Points of Parity (POP) and Points of Difference (POD) in brand positioning with suitable examples for each. (15 Marks)

(25 Marks)

Q04.

(a). Brand hierarchy helps organization's structure and manage multiple brands effectively. Identify the four levels of brand hierarchy with appropriate examples. (08 Marks)

(b). Digital marketing is essential for establishing a strong brand in the consumer's mind. Explain the role of digital marketing in building and strengthening a brand. (09 Marks)

(c). Explain how consumers' perceptions of pricing influence the overall brand image.

(08 Marks)

(25 Marks)

Q05.

(a). What are the characteristics of a good brand name? (05 Marks)

(b). The Brand Value Chain model provides a structured approach to understanding how brand value is created and sustained over time. Discuss each stage of the Brand Value Chain, illustrating your answer with suitable examples. (20 Marks)

(25 Marks)

Q06. Write explanatory notes on the following topics (5 marks for each).

(a). Branded House Vs House of Brands

(b). Celebrity Endorsement

(c). New Media

(d). Brand Mantra

(e). Co-Branding

(25 Marks)

(Total 100 Marks)

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