**Brand Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**Q1. The strategic brand management process has four main steps. Please explain and relate one of the steps namely ‘Identify and establish brand positioning and values’. You may relate this specific step to the brand ‘MAGGI’ (from Nestle).**

**Answer:**

**Introduction:**

The strategic brand management process involves several crucial steps to ensure a brand’s success and its relevance in the marketplace. One of the key steps is "Identify and establish brand positioning and values." This step is fundamental as it defines how the brand will be perceived by its target audience and differentiates it from competitors. It focuses on creating a clear and compelling identity that resonates with consumers.

**Step: Identify and Establish Brand Positioning and Values**

**This is partially solved sample answer**

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**Q2. Gillette Limited, world famous for its razors also has numerous products based on brand extension principles. They have products like Gillette shaving gel, foams, after- shave lotion and more. List and relate how Gillette Limited would have evaluated brand extension opportunities available to them. List at least any three brand extension opportunities identification steps.**

**Answer:**

**Introduction:**

Brand extension involves leveraging an existing brand name to introduce new products in a different category or market. For Gillette Limited, which is globally recognized for its razors, its brand extension into shaving gels, foams, aftershave lotions, and other related products is an example of using brand strength to tap into adjacent categories. Evaluating brand extension opportunities effectively ensures that new products align with the brand’s core identity and meet consumer needs.

**How Gillette Would Have Evaluated Brand Extension Opportunities:**

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**Q3. McDonalds is a world-famous fast-food restaurant chain. They also have over 500 numbers of outlets in India. McDonald’s has several outlets opened through a franchisee route. McDonald’s also does innovative sales promotion ideas. By understanding certain aspects of McDonald's story, one can understand brand management better. Answer the following questions and support MBA learning students to understand branding better by reading your notes.**

**a) Identify any two brand elements of McDonald’s in India and provide your understanding of the criteria based on which various brand elements are decided by McDonalds. Your answer must related to McDonalds brand elements only.**

**Answer:**

**Introduction:**

McDonald's, with its global reach, has been successful in adapting its brand to local markets, including India. Brand elements are essential components that make up a brand's identity and help establish its connection with the target audience. McDonald’s has several brand elements that play a key role in shaping its image and customer perception. Here are two prominent brand elements of McDonald's in India:

**1. Logo and Golden Arches:**

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**b) Identify and relate any two innovative sales promotion ideas used by McDonald’s in India and explain what may have been the purpose of doing it.**

**Answer:**

**Introduction:**

McDonald's is known for its innovative sales promotions, which help it stand out in the competitive fast-food industry. In India, McDonald's has successfully executed several sales promotion ideas that resonate with local consumers while reinforcing its global brand image. These promotions not only drive sales but also engage customers, build brand loyalty, and create memorable experiences. Here are two innovative sales promotion ideas used by McDonald's in India:

**1. The "McDelivery" Free Delivery and Discounts Campaign**

**This is partially solved sample answer**

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