ANNEXURE - 2

Brand Extension - from the Brand Manager’s Point of View

Questionnaire

1. Why are Parent Brands extended? (Please rank in order of preference - scale 1 to 5) (5- most important, 1- least important)
   - □ To reduce the cost of launching the product.
   - □ To take advantage of Parent Brand’s reputation.
   - □ Similarity with the Parent Brand helps to launch the new Extended Brand.
   - □ Customers loyalty towards Parent Brand induce them to buy new Extended Brand.
   - □ Any other reasons.................................................................

2. In your opinion, does image similarity with Parent Brand specially in FMCG segment helps positively in Brand Extension.
   - □ Yes    □ No

3. Why was the Extended Brand (specific brand) not given a new identity? (Please rank in order of importance – scale 1 to 4) (4 - most important, 1- least important)
   - □ Risk of launching a new brand.
   - □ Leverage the existing brand’s reputation.
   - □ Reduce the cost of launching a new brand.
   - □ Any other reasons.................................................................

4. How has the Brand performed collectively (parent + extended brand)?
   - □ Extremely well    □ Reasonably Well    □ Remained Same    □ Underperformed

5. Has the Market Share / Sales (Quantity) of the Parent Brand increased / decreased after Extension. (in respect to one parent brand)

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<th>Increased</th>
<th>Decreased</th>
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<tr>
<td>Market Share (%)</td>
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<tr>
<td>Sales (Qty)</td>
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(i)
6. In your opinion, does Brand Extension in different product category work?
   □ Yes  □ No

7. **If yes**, what may be the reason(s)?:
   □ Parent Brand name is the only thing that matters the loyal customers.
   □ Customers’ positive association with the Parent Brand influences them to buy Extended Brand in different category.
   □ Any other reasons.................................................................

8. **If no**, what may be the reason(s)?

9. Do you think sales promotion costs are lesser for Extended Brands?
   □ Yes  □ No

10. If Brand Extension fails does it have a negative impact on the Parent Brand?
    □ Yes  □ No

11. Based on your experience in this field, please provide your valuable insights and views on Brand Extensions.

   Date:

   Signature................................................

(ii)

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