

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 04 • EXAMINATION – SUMMER 2017

Subject Code: 2840101

Date: 03/06/2017

Subject Name: Product & Brand Management (PBM)

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.

Q.1 (a) Answer the following multiple choice questions: 06

1. URL is known as _____.
A. Uniform Resource Locator B. Urban Railway Limited
C. Unidentified Railway Load D. None of the above
2. Close-up, Doordarshan, Ujala, Babool, Fair & Lovely are the examples of _____.
A. Suggestive Brand names B. Descriptive brand names
C. Arbitrary brand names D. Free standing brand names
3. Lifebuoy- kills the germs you cannot see, is an example of _____.
A. Emotional benefit related positioning B. Usage occasion related positioning
C. Functional benefit related positioning D. None of the above
4. When a firm uses one of its existing brand names as part of a brand name for an improved or new product, the branding is called _____.
A. Individual branding B. Overall family branding
C. Line family branding D. Brand-extension branding
5. A carton of orange juice has no brand name on the package, only the name of the product 'orange juice'. This is an example of _____.
A. a manufacturer's brand B. an own label brand
C. a generic brand D. a no-frills brand
6. _____ is the center of Brand's characteristics.
A. Identify B. Value
C. Image D. None of the above

Q.1 (b) Define following terms briefly: 04

1. Product
2. Brand Personification
3. Revitalizing brand
4. Brand Mantra

Q.1 (c) What is "Brand Audit"? Briefly discuss Brand inventory & Brand exploratory audit. 04

Q.2 (a) Explain different methods of sales forecasting available to a product manager. 07

(b) Discuss major market factors that impact market attractiveness for carrying out category attractiveness analysis. 07

OR

- (b) Briefly explain new product development stages. Explain whole process with an example of “Electric Car” development. **07**
- Q.3** (a) What is Product Life Cycle (PLC)? Discuss stretched product life cycle in brief. Also suggest appropriate marketing strategies for each stages of the product life cycle. **07**
- (b) Write down short note on: CBBE pyramid. Explain with an example of “Apple I-phone 6S” model. **07**
- OR**
- Q.3** (a) What is “Brand”? Discuss challenges associated with branding in current Indian environment. **07**
- (b) What do you mean by “Leverage”? Write down various ways to leverage the brand with an example of each one. **07**
- Q.4** (a) Write down short note on: Brand Value Chain **07**
- (b) Pick a product or service category basically dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? What are the main points of parity and points of difference? **07**
- OR**
- Q.4** (a) Write down short note on: Co-Branding with its merits & demerits **07**
- (b) What are “Brand Portfolio” & “Brand Hierarchy”? Discuss both concepts with an individual example of each one. **07**
- Q.5** **Discuss the case study with answers of following questions. 14**

Re-creating the Lost Magic?

Established in 1996, Whirlpool of India Ltd. (WIL) set out to capture the Indian market with its customer-centric approach. The company gained leadership in the direct-cool refrigerator segment with a significant share in the washing machine market. However, with the entry of the Korean conglomerates – LG and Samsung, WIL's rise to success came to a halt. Competing for the same market space, these Korean players offered a host of technologically superior products at affordable rates through a strong countrywide network. Promoted aggressively and backed by a customer care service to please Indian customers, these products took away the market share from WIL in less than a decade. The Korean companies redefined the customer service in the home appliances segment. To make a come-back into the Indian market, WIL, under the direction of its new vice president, Marketing, Shantanu Das Gupta, geared up to focus on offering innovative products. To create a brand recall, the company hired celebrity couple Kajol and Ajay Devgan as brand ambassadors. After 3 years in the red, WIL finally witnessed a net operating profit in 2008. However, with its market share still trailing behind its competitors, the case questions the sustainability of WIL's turnaround.

Questions:

1. What is celebrity endorsement? Discuss merits & demerits of celebrity endorsement in view of this case study.
2. If you are a senior manager of WIL, suggest the ways for WIL to become India's 'Best Home Appliances Company again.

OR

Brand Building through Customer Service

Post liberalisation in 1991, with the entry of multinational companies like LG, Samsung and Whirlpool, the Indian consumer durables industry has witnessed intense competition. In order to lure the customers, companies flooded the market with latest models, new features and latest technology. To position their brands in the minds of the consumers, these players adopted several brand-building strategies apart from investing heavily on R&D and marketing. This case delves into the critical success factors of the industry and the factors that gave a few players market leadership in this industry. To create a competitive edge, Samsung, the No. 2 player, is emphasising on customer service. It is believed that customer service is a key influencing factor in the consumer durables industry. However, with other companies also catching up, can Samsung create an edge? The case delves into what Samsung needs to do to create a competitive advantage in the highly competitive consumer durables industry.

Questions:

1. Being an Indian consumer, discuss various brand elements of Samsung in brief.
2. According to you can Samsung get a competitive advantage via focusing on customer care over their rivals? Discuss.
