

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Semester –IV Examination Dec. - 2011

Subject code: 840102

Date: 16/12/2011

Subject Name: Product and Brand Management (PBM)

Time: 02.30 pm – 05.30 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) Can everything be branded? Comment in the universality of branding by looking at different product application categories. **07**
- (b) Take a brand. Try to identify its sources of brand equity. Explore its level of brand awareness and the strength, favorability and uniqueness of its association. **07**
- Q.2** (a) Discuss major market factors that impact market attractiveness for carrying out category attractiveness analysis. Support your answer with suitable examples. **07**
- (b) Explain different methods of sales forecasting available to a product manager. **07**
- OR**
- (b) Select a product of your choice. How will you develop the seven elements of product strategy for this product? **07**
- Q.3** (a) Pick a category dominated by two main brands. Who are their target markets? What are their main points of parity and points of difference? **(1+1+5)**
- (b) Give examples of brands for some negatively correlated attributes and benefits. **07**
- OR**
- Q.3** (a) For a brand of your choice identify all its brand elements and assess their ability to contribute to brand equity. **07**
- (b) Explain following concepts. **(2+2+3)**
1. Mass customization
 2. Value pricing
 3. Push and pull channel strategies
- Q.4** (a) What is ingredient branding? What are the advantages and disadvantages of ingredient branding? **(2+5)**
- (b) What is the rationale of celebrity endorsement for a brand? What are the potential problems with celebrity endorsements? **(2+5)**
- OR**
- Q.4** (a) How would you design a brand tracking study? **07**
- (b) Discuss the three major steps that help to implement brand equity management system. **07**
- Q.5** (a) Define and give at least one example for the following. **(2+2+3)**
1. Product line
 2. Product mix
 - Cause marketing
- (b) Discuss advantages of brand extensions. **07**
- OR**
- Q.5** (a) Identify a fading brand. What suggestions can you offer to revitalize its brand equity? **07**
- (b) Select a brand marketed in more than one country. Assess the extent to which the brand is marketed on a standardized versus customized basis. **07**
