

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA - SEMESTER-IV • EXAMINATION-WINTER • 2014**

**Subject Code: 840102**

**Date: 28-11-2014**

**Subject Name: Product and Brand Management (PBM)**

**Time: 10.30am - 13.30pm**

**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) Explain in detail the various brand building blocks that make up the CBBE Pyramid. **07**  
(b) Explain in detail, giving suitable examples, the recent developments that have made a brand manager's job more challenging. **07**

- Q.2** (a) Explain in detail with suitable examples the various levels of market competition. **07**  
(b) What is the difference between a product and a brand? What role does a brand play for a customer and a manufacturer? **07**

**OR**

- (b) What is brand management? Take any reputed Indian Brand and justify its enduring brand leadership in terms of the five factors as identified by Tellis and Golder. **07**

- Q.3** (a) Explain the BCG Matrix of product portfolio. Give one example each of a Maruti Car model that can be placed in each quadrant of the matrix. Justify why you think that model can be placed in that particular quadrant. **07**  
(b) Explain with examples the strategies for dealing with changing expectations of customers in a mature market. **07**

**OR**

- Q.3** (a) Why is brand association important? Discuss the importance of favorability and uniqueness of brand associations for a brand to be successful. **07**  
(b) Explain in detail the steps you would take to conduct a simulated test marketing of a new brand of noodles. **07**

- Q.4** (a) Explain what is points of parity and points of difference. Explain how these can be used in positioning a brand. **07**  
(b) Explain the various criteria for choosing brand elements. **07**

**OR**

- Q.4** (a) Write short notes on any two: **07**  
1. Co-Branding  
2. Licensing  
3. Celebrity Endorsements.

- Q.4** (b) Briefly explain the advantages and disadvantages of brand extensions. **07**

- Q.5** (a) Explain any two qualitative techniques to measure sources of brand equity. **07**  
(b) Discuss three major steps that help to implement brand equity management system. **07**

**OR**

- Q.5** (a) Explain in detail the stages in New Product Development. **07**  
(b) Why do companies market their brands globally? Explain the disadvantages of global marketing programme. **07**

\*\*\*\*\*