

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IVth SEMESTER-EXAMINATION – MAY- 2012****Subject code: 2840101****Date: 21/05/2012****Subject Name: Product and Brand Management (PBM)****Time: 10:30 am – 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) How to assess the New Competition Across Different Product Categories? **07**
(b) Define Product? What is Product Life cycle? **07**

- Q.2** (a) How to Build A Strong Brand: Define four step of Brand Building. **07**
(b) Pick up category basically dominated by two brands. What are point of parity and point of difference? Have they defined their positioning correctly? **07**

OR

- (b) How to manage the Mature Product in market? **07**

- Q.3** (a) Packaging as a Brand Element, how it is useful to build Brand Equity? **07**
(b) Write a note on Co-Branding **07**

OR

- Q.3** (a) Pick a company. As completely as possible, characterize its brand portfolio and brand hierarchy. How would you improve the company's branding strategies? **07**
(b) What are the Advantages of Extensions? **07**

- Q.4** (a) Advantages and Disadvantages of Global Marketing Programs. **07**
(b) How to Define and Establishing Brand Value? **07**

OR

- Q.4** (a) Difference between Product and Brand. **07**
(b) Explain the Changing Organizational Structure? **07**

- Q.5** (a) Explain any Method of Sales forecasting **07**
(b) Write a note on Revitalizing Brand **07**

OR

- Q.5** (a) Write note on Projective techniques **07**
(b) Define five Environmental factors with example of any new product in Automobile Industry. **07**
