

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-IV • EXAMINATION – SUMMER 2013****Subject Code: 840102****Date: 10-05-2013****Subject Name: Product and Brand Management (Old course)****Time: 14:30pm – 17:30pm****Total Marks: 70****Instructions:**

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

- Q-1** Write short notes on:
- | | | |
|-----|---------------------------------|-----------|
| (a) | Economic Value to the customers | 05 |
| (b) | Permission marketing | 05 |
| (c) | Brand hierarchy | 04 |
- Q-2**
- | | | |
|-----|---|-----------|
| (a) | With the help of examples, explain the various levels of market competition | 07 |
| (b) | Write a note on various judgment-based methods for sales forecasting | 07 |
- OR**
- | | | |
|-----|---|-----------|
| (b) | Write a note on different strategies used over the product life cycle | 07 |
|-----|---|-----------|
- Q-3**
- | | | |
|-----|--|-----------|
| (a) | List and describe the six aggregate market factors that impact market attractiveness | 07 |
| (b) | Explain 'really new products'. How are 'really new products' evaluated? | 07 |
- OR**
- Q-3**
- | | | |
|-----|--|-----------|
| (a) | Explain five ways in which a brand can leverage secondary associations. Give an example of each. | 07 |
| (b) | List different types of brand elements. Identify all brand elements of 'Nike' brand | 07 |
- Q-4**
- | | | |
|-----|--|-----------|
| (a) | Draw the customer-based brand equity pyramid and explain the various brand building blocks | 07 |
| (b) | Write a note on the Brand Value Chain | 07 |
- OR**
- Q-4**
- | | | |
|-----|--|-----------|
| (a) | Write a note on points of parity associations | 07 |
| (b) | Explain projective techniques and free association techniques to measure sources of brand equity | 07 |
- Q-5**
- | | | |
|-----|---|-----------|
| (a) | Explain the various criteria for creating effective and efficient marketing communication program | 07 |
| (b) | Write a note on the disadvantages of brand extensions | 07 |
- OR**
- Q-5**
- | | | |
|-----|--|-----------|
| (a) | Explain the various roles that brands take upon as a part of brand portfolio | 07 |
| (b) | Explain the advantages of global marketing programs | 07 |
