Seat No.: ________ Enrolment No.___________

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–IV • EXAMINATION – SUMMER 2013

Subject Code: 2840101 **Date: 10-05-2013**
Subject Name: Product and Brand Management
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	**(a)**	Describe about the scope & importance of new product. Explain 6 categories of new product.	**07**
	(b)	Define meaning and assumption of product life cycle. Explain with examples how PLC of product is managed in different stages.	**07**
Q.2	**(a)**	What is difference between Company Demand and Market Demand? How market potential is analyzed and what are the uses of it?	**07**
	(b)	How market testing plays an important role in new product development? If yes, then conclude with different types of reasons.	**07**
		OR	
	(b)	Suppose you are going to establish a plant of FMCG product, then how you will penetrate your product in the competitive market, explain it stepwise.	**07**
Q.3	**(a)**	Define the following: 1. Customer Equity 2. Brand Positioning 3. Branch Personality	**07**
	(b)	What is C.B.B. Model? How Brand Equity works as a Bridge? Draw C.B.B. Brand pyramid.	**07**
		OR	
Q.3	**(a)**	Define the following terms with example: 1. Product Width 2. Product Line 3. Discuss disadvantage of brand extension.	**07**
	(b)	Pick any brand and describe how brand elements help to create a strong brand equity?	**07**
Q.4	**(a)**	How Brand Equity plays a great role in value creation of a particular brand. Discuss about the drivers of Brand Equity.	**07**
	(b)	Pick a brand, attempt to identify the sources of Brand Equity. Describe its level of Brand Awareness and Uniqueness.	**07**
		OR	
Q.4	**(a)**	Define revitalization of Brand. Explain about the measures and signals of Revitalization.	**07**
Q.4	**(b)**	Define the factors affecting brand positioning. What strategy of brand positioning should be followed by you, if you are marketer of any product.	**07**
Q.5	**(a)**	Define the term ‘Globalization’. How push & pull factor motivate the rational firm for going to be an international firm. Give example.	**07**
	(b)	What do you mean by brand category extension? What are the needs of line extension of a product? Give details.	**07**
		OR	
Q.5	**(a)**	What do you think about High-Tech Branding? Suppose you are a company manager, how you improve your brand, explain.	**07**
	(b)	What is core brand value? Explain with examples how it serves an important foundation of Brand Strategy?	**07**

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