

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. Sem - IV Examination May 2011

Subject code: 840102

Subject Name: Product and Brand Management

Date: 23/05/2011

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)** Explain the eight different questions that a product manager needs to answer to analyse current and potential customers. Explain each question with the help of a product category. **07**

**(b)** Differentiate between potential and forecast. What are the objectives behind estimation of (i) market potential and (ii) sales forecasting? Explain any two methods of estimating (i) market potential and (ii) sales forecasting. **07**

**Q.2 (a)** Define competitor. Explain the four bases of competition and four levels of competition. Supplement your answer with example(s). **07**

**(b)** Explain the three major factors in assessing the underlying attractiveness of a product category. **07**

**OR**

**(b)** What are the benefits of a successful marketing strategy? Which are the seven parts of a marketing strategy of a product? Explain the first five parts of this strategy with an example, in detail. **07**

**Q.3 (a)** What do brands mean to you? What roles does a brand play for a manufacturer and a consumer? With examples, explain the different challenges a brand manager faces today. **07**

**(b)** Choose a brand having its origin in India. Explain how it can be assessed on the basis of Customer Based Brand Equity (CBBE) model. **07**

**OR**

**Q.3 (a)** Pick a product or service category basically dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? What are the main points of parity and points of difference? **07**

**(b)** Select a brand and identify all its brand elements that contribute towards development of its brand equity. Explain the role of each element towards development of brand equity of that brand. **07**

**Q.4 (a)** If you had to launch a fast food restaurant in your city or town, what kind of marketing programmes will you design to build strong brand equity of the fast food restaurant? **07**

**(b)** Choose a brand and identify all its marketing communication materials. How effectively has the brand mixed and matched the marketing communication material? **07**

**OR**

**Q.4 (a)** Define brand equity management system. Explain the three steps of implementing brand equity management system. **07**

**(b)** Enlist the quantitative and qualitative research techniques to identify potential sources of brand equity. Explain any one in detail. **07**

- Q.5 (a)** Define brand product matrix. Select a firm having multiple brands and product categories and then identify its brand product matrix. Explain breadth of a branding strategy? **07**
- (b)** Define brand extension. Explain the steps to be undertaken for successfully introducing brand extensions. **07**

**OR**

- Q.5 (a)** Give reasons for companies to market their brands globally. Explain the disadvantages of global marketing programmes. **07**
- (b)** With examples, explain how global brands implement the strategies of localization and standardisation. **07**

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