

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER- IV EXAMINATION – WINTER 2020**

**Subject Code:4549211****Date:04/01/2021****Subject Name: Specialization-Marketing\_Product and Brand Management (PBM)****Time:02:00 PM TO 04.00 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. **Make suitable assumptions wherever necessary.**
4. **Figures to the right indicate full marks.**

<b>Q. No.</b>	<b>Question Text and Description</b>	<b>Marks</b>
<b>Q.1</b>	Briefly explain the below mentioned terms	<b>06</b>
(a)	(a) Market Penetration (b) Product Portfolio (c) Test Marketing	
(b)	(a) Customer Based Brand Equity (b) Brand Mantra (c) Transferability of Brand Elements	<b>06</b>
<b>Q.2</b>	(a) Discuss the concept and stages of the extended Product Life Cycle with an example. What are the main criticisms of the PLC concept?	<b>06</b>
	(b) The top management at Life Style Inc. is convinced that the key to success in the marketplace is launching new products on a continuous basis. It has asked its Marketing team to formulate a strategy for the same. Guide the Marketing team with a brief overview of the New Product Development Process that you have learned in this course.	<b>06</b>
<b>Q.3</b>	(a) Define Brand. List the importance of a Brand for customers and manufacturers. What are some of the Branding Challenges and Opportunities before Marketers?	<b>06</b>
	(b) Hexaphone Inc. is a company which manufactures and markets mobile handsets in the premium category in which the selling price of a handset starts from Rs. 30,000/-. It wants to enter the Indian market by end of this calendar year. Based on your knowledge of Brand Positioning help the company to identify and establish its Brand Positioning in the Indian mobile handset market.	<b>06</b>
<b>Q.4</b>	(a) What is Leveraging Secondary Brand Associations? Discuss some of the sources of secondary brand knowledge and how they can be used in leveraging them for building Brand Equity.	<b>06</b>
	(b) Choose a brand which is a favorite of yours. Identify all of its Brand Elements. Evaluate all of these Brand Elements on the six choice criteria used for deciding Brand Elements.	<b>06</b>

- Q.5** (a) What is a Brand Value Chain? With the help of a neat diagram explain the stages and multipliers of the Brand Value Chain with an example. **06**
- (b) Rakesh Sood, General Manager (Marketing) is planning to launch a new range of ready to eat biscuits and cakes in the Indian market. His company is the market leader in chocolates and their brand, Moonlit, is the most preferred brand among consumers for chocolates. He is confused whether he should extend the same brand to this new product category or should he launch a new brand separately for biscuits and cakes. Discuss the advantages and disadvantages of Brand extensions in light of this example. **06**
- Q.6** (a) What is Brand Hierarchy? How does this concept help in designing Branding Strategies? Discuss with an example. **06**
- (b) Discuss the advantages and disadvantages of Global Branding strategies with relevant examples. **06**

**Q.7** **CASE STUDY:**

After decades, the one-time textile major is rebuilding its brand in a segment that it earned its spurs in. With a strategy to push through its retail footprint in small towns and online channels and with millennial buyers as its target group, the Wadia group company is stitching together a new story for its flagship textile brand. But while Bombay Dyeing has the advantage of a near 140-year-old legacy, breaking into the new marketplace with a radically different set of competitors and consumers is a challenge say experts.

Customization and aggressively building an online retail footprint are how the company sees itself re-establishing the brand. Alope Banerjee, CEO, retail business, Bombay Dyeing says they are looking at smaller towns and the millennial generation through a resurgent offline and online marketing strategy. "While the home textiles market is largely unorganized, Bombay Dyeing has been a legacy brand already carrying a high recall value among consumers. Unlike other brands, Bombay Dyeing can start something new and still gain traction across India, even online," said Prashant Aggarwal, joint managing director, Wazir Advisors, a retail consulting firm. The offline retail strategy involves new stores being opened up in Tier-2 and Tier-3 towns as well as working with a new franchise model. Bombay Dyeing is also investing in product and design innovations that suit customer preferences in the new markets.

- Q.7** But the gamble is bigger for the brand's online expansion plans. Bombay Dyeing is betting on creating a range of unique, customized textile products (on the lines of a made-to-measure strategy that is being explored by several apparel brands). This is route has been largely unexplored by the home textiles players although several industry reports and consumer behavior studies have talked about the potential for personalization. Personalisation is the gateway to the world of the millennial shopper and also allows brands to operate within the premium category. According to several industry analysts, this could be a way to differentiate the brand in a crowded market. The brand's new television commercial, its first one in several years, also talks about the customized offering. The Make Your Own Bed Sheet campaign is expected to be part of the larger brand story throughout the year and Banerjee said, "This year we plan to invest a substantial sum for branding and promotion activities of Bombay Dyeing.  
**Source :** <https://www.rediff.com/business/report/bombay-dyeing-stitching-together-a-new-story-/20180809.htm>
- (a) Discuss the attempts made by Bombay Dyeing to Revitalize its Brand with a legacy of 140 years. **5.5**
- (b) What is Brand Personalization as per the case? Will Bombay Dyeing succeed in its attempt to make its brand more personal to the consumer? **5.5**
- OR**
- Q.7** (a) How breaking into the market place can be a real challenge for Bombay Dyeing? **5.5**
- (b) How can Bombay Dyeing sustain its Brand Differentiation? **5.5**

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