

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 4549211**Date: 13-07-2022****Subject Name: Product and Brand Management****Time: 10:30 AM TO 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** Define the following terms in brief: 14
- (a) Brand
 - (b) Brand Audit
 - (c) Brand Creation
 - (d) Brand Mantra
 - (e) Brand Value
 - (f) Co-Branding
 - (g) Product Positioning
- Q.2 (a)** Discuss the various stages of New Product Development Process. 07
- (b)** Discuss 5 Force Model. Explain How it's beneficial for Managing Competition. 07
- OR**
- (b)** Discuss Marketing Strategies for each stage of Product Life Cycle with Suitable Example. 07
- Q.3 (a)** Discuss Commercialization with suitable example in detail. 07
- (b)** Select any one mature Product of your choice and discuss offensive strategy for it. 07
- OR**
- Q.3 (a)** Discuss Product Deletion with suitable example in detail. 07
- (b)** Discuss Strategic Brand Management Process in detail. 07
- Q.4 (a)** Discuss Brand Elements in detail. 07
- (b)** Explain Leveraging Process in detail. 07
- OR**
- Q.4 (a)** Discuss Brand Extension with suitable example in detail. 07
- (b)** Discuss Global Brand Strategies in detail. 07

Q.5 Discuss the case study with answers of following questions.

Harry Potter: A Multi-Billion Dollar Business

HARRY POTTER'S MAGIC SPELLS SUCCESS FOR MANY!

In June 2000, a rather unusual story made the headlines of leading newspapers in the United States (US) and the United Kingdom (UK). The story was about how the book, 'Harry Potter and the Goblet of Fire,' had become the biggest publishing success in the history of the books business. The book (the third in a series of seven books about a boy named Harry Potter), authored by J.K. Rowling had broken all records at online book retailing majors Amazon and Barnes & Nobel with advance orders of 300,000 each.

Scholastic Inc (Scholastic), a US-based book publishing house, was one of the companies that benefited immensely from Harry Potter's phenomenal success. Scholastic published around 3.8 million first print copies of 'Harry Potter and the Goblet of Fire' in 2000. The company had reportedly sold 20.9 million copies of the first three books in the Harry Potter series, earning around \$100 million from them in 2000. Judy Cowman, Vice President, Corporate Communications, Scholastic, said, "It is just an extraordinary publishing event. There has not been anything like it."

The Harry Potter series not only raised the company's revenues but also generated significant investor interest. Scholastic's stock price reportedly increased to a record high of \$74 at the end of the year from just \$64 in July 2000. This, analysts said, had come as a boon for the company, which was still trying to recover from the 1997 debacle of 'Goosebumps,' another children's book, that had failed to perform well due to an ill-planned distribution strategy. With Harry Potter, Scholastic had been careful not to repeat its mistakes. Kevin McEnery, Executive Vice President and Chief Financial Officer, Scholastic, said, "We have been very careful in the distribution of Harry Potter."

The US-based media giant, Warner Brothers, was the single largest corporate beneficiary of the popularity of Harry Potter. The company owned all the rights to the Harry Potter series and expected to generate revenues up to \$1 billion through these rights in 2003 alone. Warner Brothers planned to make this money from the Harry Potter movies (based on the first two books in the series 'Harry Potter and the Philosopher's Stone' and 'Harry Potter and the Chamber of Secrets') and merchandising deals based on the books and movies. In fact, Harry Potter was being seen as Warner Brother's hottest property for now. Apart from this, various other licensees like Lego, Mattel and Electronic Arts were some of the beneficiaries of the brand.

Questions:

- a. Discuss Harry Potter Series as Brand. 07
- b. Discuss How they can maintain Harry Potter as brand if they want to gain benefit of it even in future with concept of Managing Brands Over Time? 07

OR

- a. Discuss How Indian Cinema can create Brand through Bollywood Movie Series like Harry Potter. 07
- b. Do you think Indian Web Series can Also Create Brand? If yes, How? And If No, Why? 07
