

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER - IV – EXAMINATION – WINTER 2021**

**Subject Code:4549211****Date: 23/12/2021****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 terms **14**
- (a) PLC
  - (b) Offensive strategy
  - (c) Brand equity
  - (d) Positioning
  - (e) Brand Alliance
  - (f) CBBS
- Q.2** (a) What other stages of PLC are suggested by Micheal Baker? Also explain various strategy you as a marketer would prefer in different stages of PLC. **07**
- (b) Considering you as Product Manager of an FMCG Company explain four alternative strategies appropriate to the management of Matured Product. **07**
- OR**
- (b) Explain four categories for triggering product deletions. **07**
- Q.3** (a) Explain Shell's Directional Policy Matrix. **07**
- (b) Explain the Boston box and its role in designing the balanced portfolio at different stages of product. **07**
- OR**
- Q.3** (a) Consider yourself as a CEO of a Pharma company. Your team has recently developed an ayurvedic medicine which can boost immunity. Explain new product development process of an ayurvedic medicine. **07**
- (b) Short Note on Brand Value Chain **07**
- Q.4** (a) Develop a Brand Architecture strategy of any product of your choice. **07**
- (b) Explain quantitative research techniques for measuring source of Brand Equity. **07**

**OR**

- Q.4 (a)** Discuss Brand Reinforcement as a strategy for managing brands over time. **07**
- (b)** Explain Various Positioning Guidelines with reference to the product of your choice. **07**
- Q.5** Indian Wheat flour market is witnessing a lot of changes, with many FMCG companies, Indian as well as MNCs, launching wheat flour. This segment is growing fast and every player wants to corner a significant share of it. Leading the way is Aashirvaad Shudh Chakki Fresh Aata. There are many other companies like Fortune Chakki Fresh Atta, Patanjali Traditional Whole Wheat Chakki Fresh Atta, Nature Fresh Sampoorna Chakki Fresh Atta, Organic Tattva Wheat Flour etc. You are a product manager-in charge of in a FMCG company which also intends to enter wheat flour segment.
- Q.5 (a)** As a product manager what will be your strategies Gestation and Launch Strategy in PLC. **07**
- Q.5 (b)** What are the factors which would influencing product portfolio? **07**
- OR**
- Q.5 (a)** Discuss the Challenges and Opportunities of Branding. **07**
- (b)** Suggest a brand name for the new product to be introduced by the company, giving reasons why your choice is a good one. **07**

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