

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER - IV-EXAMINATION- SUMMER-2023

Subject Code: 4549211**Date: 26/06/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Define the terms **14**
- a) Line Extension
 - b) Brand Equity
 - c) Product Portfolio
 - d) Product Mix
 - e) Co-Branding
 - f) PLC
 - 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) "People have more faith in Brands rather than products". Critically analyze the statement with role and importance of branding. **07**
- Q.3** (a) Discuss Marketing Strategies for each stage of Product Life Cycle with Suitable Example. **07**
- (b) Explain four categories for triggering product deletions. **07**
- OR**
- Q.3** (a) Explain Shell's Directional Policy Matrix. **07**
- (b) Which factors influencing product portfolio? **07**
- Q.4** (a) Select any one mature Product of your choice and discuss offensive strategy for it. **07**
- (b) Elaborate brand identity of KFC in India, with the help of brand identity model. **07**
- OR**
- Q.4** (a) Explain the meaning of Brand Elements? What are the criteria of their selection. Justify with suitable examples. **07**
- (b) Explain factors affecting success and failure of NPD. **07**
- Q.5** **Case Study: Building a Strong Brand in the Beverage Industry**

Company: Refresh Beverage Co.

Refresh Beverage Co. is a start-up company that aims to revolutionize the beverage industry with its innovative and health-conscious products. The company's flagship product is a line of all-natural, organic fruit juices and smoothies targeted towards health-conscious consumers. Refresh Beverage Co. is entering a highly competitive market where established brands dominate, and it seeks to differentiate itself through its brand positioning and unique product offerings. Refresh Beverage Co. has successfully developed a range of high-quality fruit juices and smoothies made from locally sourced organic fruits. The company emphasizes its commitment to sustainable farming practices and uses eco-friendly packaging materials. Refresh Beverage Co. believes that its brand values, product quality, and sustainable approach will resonate with health-conscious consumers and set it apart from the competition. However, the company faces several challenges in establishing a strong brand presence and gaining market share. It needs to create brand awareness, effectively communicate its brand values, and build trust among consumers in a crowded marketplace. Additionally, Refresh Beverage Co. needs to identify the most suitable target audience and develop marketing strategies to reach and engage them.

- (a) How should Refresh Beverage Co. position its brand in the market to differentiate itself from established competitors? 07
- (b) How can the company conduct market research and segmentation to identify and understand its target audience's needs, preferences, and purchasing behaviors? 07

OR

- (a) What strategies should Refresh Beverage Co. employ to effectively communicate its brand values, product quality, and sustainability initiatives to the target market? 07
- (b) How can Refresh Beverage Co. build trust and establish long-term brand loyalty among consumers? 07
