

Seat No.: _____

Enrolment No. _____

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

Subject Code:4549211

Date: 02-12-2023

Subject Name: Product and Brand Management

Time:02:30 PM TO 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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 Define the following terms in brief: **14**

- (a) Brand mantra
- (b) Brand Elements
- (c) Brand Audits
- (d) Time to Market
- (e) Market Penetration
- (f) Speciality Goods
- (g) Product Portfolio

Q.2 (a) Explain: How can we use Shell's Directional Matrix to strategies product strategies? **07**

Q.2 (b) Explain the strategies that can be used by the marketers at various stages of a product life cycle for a mobile phone. **07**

OR

Q.2 (b) Discuss the process of new product development with special focus on 'Concept Development and Concept Testing' phase. **07**

Q.3 (a) Discuss the Customer Based Brand Equity (CBBE) Model with appropriate examples. **07**

Q.3 (b) Discuss various challenges faced by a brand manager. **07**

OR

Q.3 (a) Discuss Strategic Brand Management Process. **07**

Q.3 (b) Discuss Product Deletion with suitable example in detail. **07**

Q.4 (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. **07**

Q.4 (b) 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. **07**

OR

Q.4 (a) Discuss Global Brand Strategies in detail. **07**

Q.4 (b) Explain Various Positioning Guidelines with reference to the product of your choice. **07**

Q.5 Case Study

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 Sampurna 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.

- (a) As a product manager what will be your strategies Gestation and Launch Strategy in PLC. **07**
(b) What are the factors which would influencing product portfolio? **07**

OR

- (a) Suggest appropriate marketing strategies for each stage of the product life cycle. **07**
(b) Write down your role as a product manager in the above case. **07**
