

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- IV - EXAMINATION-SUMMER-2024

Subject Code: 4549211

Date: 26/04/2024

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.

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|------------|---|------------------------|
| Q.1 | Define the following terms: | 14 |
| | (a) Brand Positioning
(b) Brand Category Extension
(c) Brand Portfolio
(d) Brand Mantra
(e) Co-Branding
(f) Brand Equity
(g) Brand Personality | |
| Q.2 | (a) Write down short note on: CBBE pyramid with a suitable example.
(b) Explain new product development stages. Explain whole process with an example of “Electric Car” development. | 07
07 |
| | OR | |
| | (b) List and explain with examples the seven stage Product Life Cycle. | 07 |
| Q.3 | (a) Explain in brief the brand name selection process that can be followed for a new brand of Toothpaste to be introduced by your company.
(b) Explain the Boston box and its role in designing the balanced portfolio at different stages of product. | 07
07 |
| | OR | |
| Q.3 | (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.
(b) Pick up a category basically dominated by two brands. Explain the point of parity and point of difference. Also throw a light on its positioning strategies. | 07
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**
- (b)** Discuss various projective techniques for measuring consumer brand and product perceptions. **07**

OR

- Q.4** **(a)** Describe the BCG Matrix and explain its usefulness in managing product portfolios. **07**
- (b)** Explain the concepts of standardization and customization. Also give examples of various brands using these concepts in their product offering. **07**

Q.5 **CASE STUDY:**

Post liberalisation in 1991, with the entry of multinational companies like LG, Samsung and Whirlpool, the Indian consumer durables industry has witnessed intense competition. In order to lure the customers, companies flooded the market with latest models, new features and latest technology. To position their brands in the minds of the consumers, these players adopted several brand-building strategies apart from investing heavily on R&D and marketing. This case delves into the critical success factors of the industry and the factors that gave a few players market leadership in this industry. To create a competitive edge, Samsung, the No. 2 player, is emphasizing on customer service. It is believed that customer service is a key influencing factor in the consumer durables industry. However, with other companies also catching up, can Samsung create an edge? The case delves into what Samsung needs to do to create a competitive advantage in the highly competitive consumer durables industry.

- (a)** Being an Indian consumer, discuss various brand elements of Samsung in brief. **07**
- (b)** According to you can Samsung get a competitive advantage via focusing on customer care over their rivals? Discuss. **07**

OR

- Q.5** **(a)** Explain the positioning strategy adopted by Samsung. **07**
- (b)** Explain the concept of Brand Extension with reference to Samsung. **07**
