

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-SUMMER-2025

Subject Code: 4549211**Date: 29/05/2025****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. No.	Question Text and Description	Marks
Q.1	Explain the following term in brief: (a) Brand Equity (b) Product Mix (c) Product (d) Co-Branding (e) Positioning (f) Brand Personality (g) Brand Mantra	14
Q.2	(a) Explain in detail the stages of the Product Life Cycle.	07
	(b) Explain the factors affecting the success and failure of new product development in organizations.	07
	OR	
	(b) Explain the four categories for triggering product deletions.	07
Q.3	(a) Explain the relevance of Customer Relationship Management in managing the mature product.	07
	(b) Explain test marketing of products and its relevance in product commercialization with relevant examples.	07
	OR	
Q.3	(a) Differentiate between Brand Image and Brand Awareness.	07
	(b) Explain Shell's Directional Policy Matrix.	07
Q.4	(a) Define Brand. Explain some of the branding challenges and opportunities before marketers.	07
	(b) Explain brand elements and its relevance with suitable examples.	07
	OR	
Q.4	(a) Explain brand revitalization with suitable examples.	07
	(b) Explain the various qualitative research techniques used for measuring sources of brand equity.	07

Q.5

CASE STUDY:

Cafe Coffee day has a number of outlets in several cities in India. While it attracts youngsters, it also attracts older people. The brand has a strong association with “coffee experience” rather than just the taste of coffee.

Experiential marketing is associated with different sensory organs and hedonism or pleasure seeking, is associated with consumption of product to gratify intrinsic enjoyment. The coffee (taste), socializing (hedonism in fun and frolic with a group of friends) and ambience (appeal to the aesthetic aspect of the individual) combine to make the experience worthwhile, to be repeated by loyal consumers. The company also has sales promotional tie ups with other companies like Airtel and Levi's that have strong youth associations. Therefore, customers feel that Cafe' Coffee Day is the place that they should regularly frequent after work or college. Cafe Coffee Day's brand loyalty is driven by its experiential proposition that is enjoyed by its target segment.

(a) With the above description as a reference, describe some of the unique characteristics of brand “Café Coffee Day” which has contributed to its success story. **07**

(b) For a brand of your choice, discuss the role played by experiential marketing in its success, **07**
as Cafe Coffee Day has, by association to different sensory organs and hedonism or pleasure seeking.

OR

Q.5 (a) According to you, what branding strategies may Café Coffee Day employ to sustain/ improve its brand image in the current scenario. **07**

(b) Can advertising and celebrity endorsement play a role in enhancing Café Coffee Day's image in the target market? Explain your views. **07**
