

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

Subject Code: 4549211

Date: 12/12/2024

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.

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|------------|--|-----------|
| Q.1 | Define following terms briefly:
(a) Brand Revitalization
(b) Brand equity
(c) Megabrand
(d) Ingredient branding
(e) Brand Repositioning
(f) Family branding
(g) Brand | 14 |
| Q.2 | (a) Briefly explain new product development stages. Explain whole process with an example of “Electric Car” development. | 07 |
| | (b) Discuss major market factors that impact market attractiveness for carrying out category attractiveness analysis. | 07 |
| | OR | |
| | (b) Discuss the concept and stages of the extended Product Life Cycle with an example. What are the main criticisms of the PLC concept? | 07 |
| Q.3 | (a) What is “Brand Audit”? Briefly discuss Brand inventory & Brand exploratory audit. | 07 |
| | (b) Write down short note on: CBBE pyramid. Explain with an example of “Apple I-phone 15 Pro” model. | 07 |
| | OR | |
| Q.3 | (a) Write down short note on: Co-Branding with its merits & demerits | 07 |
| | (b) What are “Brand Portfolio” & “Brand Hierarchy”? Discuss both concepts with an individual example of each one. | 07 |
| Q.4 | (a) Select a brand and identify all its brand elements that contribute towards development of its brand equity. Explain the role of each element towards development of brand equity of that brand. | 07 |
| | (b) Write down short note on: Leveraging the brand | 07 |
| | OR | |
| Q.4 | (a) What is Global Marketing Program? Discuss advantages and disadvantages of Global Marketing Programs. | 07 |
| | (b) How cause marketing use to build brand equity. List down advantages of cause marketing. | 07 |

Brand Crisis

Mother Dairy Fruits & Vegetables, a company with a billion-dollar (Rs 4,200-crore) turnover, has been a well-established player in NCR known for products the firm has been largest seller of milk in NCR, with 65% of the revenue being contributed by milk. Amul entered Delhi market five years back and in 2011 within a span of 4 years it defeated mother dairy in terms of market share.

Amul procures fresh milk and packages it. Mother dairy adds powder milk in its products to the tune of 40%. This spoils the taste of the product. Also Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country. Their capacity to develop products and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years. Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy. They plan to increase their capacity and also expand procurement of the milk.

One of the reasons why consumer shifted to Amul has been difference in the taste of the milk. Amul milk is fresh whereas a portion of mother dairy milk is reconstituted. Mother dairy sells through its own outlets and home delivery is not possible whereas Amul used channel and home delivery of the milk is possible. Mother dairy milk price has been less than the price of Amul milk, still a huge number of mother dairy loyal moved to Amul. Now Mother dairy is restructuring its strategy and systems to combat Amul.

Questions:

- (a) What would you suggest to Mother Dairy for its revitalization plan? **07**
- (b) Why loyal customers of Mother dairy were shifted to Amul? Discuss. **07**

OR**Questions:**

- (a) If you were the brand manager of Mother dairy, how can you strengthen Sales & Distribution network of your firm? Discuss. **07**
- (b) According to you what were the various strategies adopted by Amul to attack the Mother dairy in NCR region? Explain. **07**
