

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4– EXAMINATION – SUMMER 2018

Subject Code: 2840101

Date: 28/05/2018

Subject Name: Product & 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.

Q.1 Multiple Choice Question

06

1. _____ is a measure of the good's anticipated operating life under stressful or natural conditions and is also a valued feature of certain products.
A. Reliability
B. Reparability
C. Durability
D. None of the above
2. In PLC stages, stage in which sales and profits declines is called
A. Decline stage
B. Less improved stage
C. Product maturity stage
D. Non-innovative stage
3. _____ is the set of all brands and brand lines a particular firm offers for sale to buyers in a particular category.
A. Brand Depth
B. Brand Awareness
C. Brand Portfolio
D. Brand Data
4. In a specific strategic market plan, a profit center that is self-supporting in terms of sales, markets, production, and other resources is known as
A. Strategic Business Unit
B. Small Business Unit
C. Profit Unit
D. Marketing Unit
5. The functional risk of brand is related to _____.
A. Price
B. Performance
C. Social Image
D. Self concept
6. Competitors in growth stage of product life cycle are
A. Few
B. Stable but declining
C. Growing in number
D. Declining

Q.1	(b)	Define the following Terms :	04
		1.Core Competency	
		2. Flanker Brands	
		3. Brand Equity	
		4. Gestation Period	
Q.1	(c)	Explain the impact of technology on Branding strategies.	04
Q.2	(a)	Explain Melvin Copeland's Product Classification.	07
	(b)	There are only two basic sources of competitive advantage – cost leadership and differentiation. Elaborate the statement.	07
		OR	
	(b)	Is it reasonable to try and use PLC for predicting specific outcomes? Yes or No? Justify your answer.	07
Q.3	(a)	Explain Crawford's Product Innovation Charter.	07
	(b)	"Cadbury Celebrations" – a much appreciated package by consumers. Evaluate the importance of Packaging as a Brand Element.	07
		OR	
Q.3	(a)	Summarize the major limitations of Test Marketing.	07
	(b)	Explain the steps of Brand Audit.	07
Q.4	(a)	How can you leverage secondary Brand Associations to build Brand Equity?	07
	(b)	Explain Brand Value Chain steps.	07
		OR	
Q.4	(a)	Explain the elements of Brand Equity management system.	07
	(b)	List any 3 qualitative research techniques.	07

A Lot Happens Over Coffee!

More than thirteen inspirational years of being the place where millions of people have spent some of the most special moments of their lives, Café Coffee Day, India's largest retail chain of coffee cafés, continues to become an essential part of people's lifestyle. Café Coffee Day thrives to reach out to its consumers in the most innovative and effective way. As Marketing has gone beyond conventions, Café Coffee Day realized that they are among the few reaching out to millions of consumers when they are at their relaxed best and not on the go. With 932 cafes across the length and the breadth of the country, it's fair to say that CCD can reach out and connect to the maximum number of people across distances for a brand communication need. With this reach, the café giant is also the largest aggregator of youth in the country and is the most loved hangout for the young and young at heart.

Bajaj Pulsar was looking at an innovative medium to increase brand awareness and product display among TG which couldn't have been achieved through obvious options like Malls, High Street areas etc. The rest as we call it is history.

Approach and Activity :

A strategic approach to the campaign was designed by Café Coffee day as per the requirement by Bajaj. The first step was in identifying the markets and cafes and the approach for communication thereafter. 13 cities and 189 cafes were identified for this campaign based on location, profile of consumers at the café, no. walk ins at the café, closeness to Bajaj showroom etc. A mix of interactive and static approach was designed for a one month duration. Ist phase was interactive branding where the product was displayed with the presence promoters to capture leads and explain details of the product and 2nd phase was static branding to increase product visibility. There was scope of leaflet distribution, standee and tent card branding at each table. (promoters were not allowed to go inside and talk to customers and hence the time the customer spent in the café is irrelevant – so this has to be changed accordingly)

Results so far :

The campaign was a success as the objective of connecting with the TG and increased awareness and product display through an experiential medium was achieved. A huge number of consumers enquired about the Bikes at cafes and showed curiosity on the product features as well. Some of them were keen on receiving a discount on purchase being a Café Coffee Day loyalist. To quantify the campaign, 7200 leads were generated from 35 cafes in 30 days, which aggregates to approx. 6 leads a day. The queries generated were much higher in no. Café Coffee Day had directed all customer queries to respective dealers for conversions.

- a) Bajaj Pulsar is a product in growth stage in Rajkot. Explain the strategies for managing growth with respect to the given case. 07
- b) Construct a CBBE Model for Café Coffee Day with respect to the given case. 07

OR

Napier, on the mid east coast of New Zealand's North Island is, literally, a born-again destination. On February 3rd 1931 the business centre of the seaport town was razed by a magnitude 7.8 earthquake and by the devastation of the fire that followed. Almost every building was destroyed and the force of the quake raised the seabed by two metres, thereby providing the town with an additional 7,900 acres of land upon which to rebuild. So determined were Napierians and the New Zealand government to rebuild that the majority of reconstruction was completed in two years. Ironically, it helped that the world was in the grip of the Great Depression and that labour was plentiful and cheap. The speed of the rebuild not only helped the region to get back on its feet quickly, but most of the resultant architecture encapsulated a new art style, which at the time was simply called 'moderne', but since 1967 has become more evocatively known as 'Art Deco'.

It was a style that epitomises the Jazz age, when the optimism and confidence of the early 20th century was at its peak. Think of the Great Gatsby and you have Art Deco. The new Napier re-emerged as a local reflection of the world-wide movement, which had evolved from the earlier Art Nouveau and Arts and Crafts styles, and which moved on to the much less stylish 'International' style later in the late 1930s. Other styles fashionable at the time were also adopted – Spanish Mission and Stripped and Classical, and one local architect adopted many elements from the buildings of the American architect Frank Lloyd Wright, who is now a cult figure world-wide.

For the people of Napier at the time it was simply the latest architectural styles and for the next 50 years most locals grew-up with their CBD architecture and, no doubt, viewed it as something rather quirky and even a bit old fashioned. Fast forward to the early 1980s when the city was visited by an OECD architectural delegation. The local officials showed them the three Victorian and Edwardian buildings in the CBD that had survived the earthquake, but they were surprised that the group was more interested in the early 1930s architecture. They had recognized something in sleepy Napier that most locals had either never thought about or took for granted. The increasing world-wide interest in Art Deco in the 1980s spawned a new image and a tourism focus for the city almost overnight. To support their newfound awareness and image, a few progressive Napierians established the Art Deco Trust in 1985. Starting small, the Trust has grown to four full time and five part time staff members, underpinned by a veritable army of enthusiastic volunteers.

The Trust operates the Art Deco shop and Visitor Centre on the waterfront and the band of volunteers host daily one and two hour walking tours of the city architecture. The City Council gives an annual grant but the funds generated from the merchandising and the tour fees make the trust almost self-sufficient. In February every year thousands of New Zealanders and Australians, as well as people from around the world descend upon Napier for the Art Deco Weekend. A winter deco weekend is also held during July. For the rest of the year, Napier's Art deco reputation attracts a steady flow of visitors from around the world, enthralled by the time capsule of impeccably preserved and restored buildings that line its streets. Napier's brand is distinctive, authentic, appealing and sustainable, but if not for that OECD visit 30 years ago it may have remained just a quiet seaside location on the edge of the world.

- a) Napier – as a tourist Brand was famous, which fell down and is re-born. Explain Brand Revitalization Strategies with reference to this. **07**
- b) Assume that you are the President of Art Deco Trust in Napier. What steps would you incorporate in its administration to manage the tourist flow in a better way? **07**