

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA – SEMESTER 4 – EXAMINATION – SUMMER 2019****Subject Code: 2840101****Date: 04/05/2018****Subject Name: Product & Brand Management (PBM)****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.

Q.1(A)**06**

- 1) Word "brand" is frequently used as a

A. Customers	B. Marketing
C. Advertising	D. Metonym
- 2) A influential brand has high

A. Brand equity	B. Brand loyalty
C. Brand strategy	D. Brand marketing
- 3) Observation of consumers that several brands are equal to

A. Brand extension	B. Brand parity
C. Symbols	D. Brand trust
- 4) Identification and observation of a brand is extremely influenced by its

A. Marketing	B. Loyalty
C. Visual presentation	D. A & B
- 5) Brand equity related to worth of a

A. Consumer	B. Franchise
C. Brand	D. None of these
- 6) Line extensions have several

A. Risks	B. Profits
C. Benefits	D. Abnormal gain

Q.1(B) Short / Definition Questions**04**

1. Brand Endorsement
2. Brand Equity
3. New Product
4. Brand Reinforcement

Q.1(C) What is new product? Describe about the scope & importance of new product.**04****Q.2 (A) Define meaning and assumption of product life cycle. Explain with examples how PLC of product is managed in different stages.****07****Q.2 (B) Explain Strategic brand Management process in detail.****07****OR****Q.2 (B) Explain the stages in the new product development with special emphasis on Concept Development and Testing Stage taking a new product of your choice.****07****Q.3 (A) What do you mean by mature product? Explain offensive & Defensive Strategies in detail.****07****Q.3 (B) Explain taking a brand of your choice, its Point of Parity and Point of Difference.****07****OR**

- Q.3 (A)** What is brand audit? Explain the steps of brand audit. **07**
- Q.3 (B)** Take a brand of your choice and explain the four steps of Customer Based Brand Equity. **07**
- Q.4 (A)** Explain the Revitalization and Reinforcement Branding strategies. **07**
- Q.4 (B)** Explain Brand extension strategies of Patanjali Brand. Differentiate Line extension and brand extension for the same along with advantage and disadvantage. **07**

OR

- Q.4 (A)** Define Brand equity Management system. Explain the three steps of implementing brand equity management system. **07**
- Q.4 (B)** Define the factors affecting brand positioning. What strategy of brand positioning should be followed by you, if you are marketer of any Product? **07**

- Q.5** **Discuss the case study with answers of following questions.** **14**

Brand Building through Customer Service

Post liberalization 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.

Questions:

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

OR

- Q.5** **Discuss the case study with answers of following questions.** **14**

Strengthening A Global Brand

Philips is a hi – tech global company with a traditionally low profile. Until recently, if you asked anyone if he knew the Philips brand name, the likelihood was that he would say yes, however he might not have know what Philips provides in the way of its total product range, and might have associated the brand name and company with traditional technology. The “Let’s Make Things Better” global brand campaign has raised the Philips profile, and provided it with a more focused and distinctive personality. Royal Philips Electronics – its proper name – is a giant company. Established in 1891 is a lamp factory, it now has over 100 different businesses. Its portfolio covers semiconductor, TV, Video, Audio, PC Peripherals, Digital networks, lighting, medical system, mobile phones, and personal care product. The “Let’s Make Things Better” campaign is still part of a global corporate branding initiative aimed at motivating both consumers and employees. It was, to use Intel’s own words, a brand resistance. The company’s slogans is all about emphasizing what technology, Philips product in particular, can do for people – it is essentially about the benefits they can bring to people and the world in general. A keystone of the campaign was the premise that, if you can convince people that

you can help improve the world. The campaign thus had to appear credible, real and experimental. It had to be human as opposed to philosophical and philanthropic and not just another typical corporate over claim.

Questions:

1. Do you find any relation between branding, brand personality and corporate image? explain
2. Read the above case, how does brand building help a company to build its image?
