

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA SEMESTER-4- EXAMINATION – SUMMER 2020****Subject Code: 2840101****Date:04/11/2020****Subject Name: Product and Brand Management (PBM)****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

<b>Q. No.</b>	<b>Answer the following</b>	<b>6</b>
<b>Q.1 (a)</b>	Brand is derived from which word	
1.	A. Brandz B. Brandk C. Brandl D. Brandr	
	Product Life Cycle has the following stages:	
2.	A. Introduction, Growth, Maturity, Decline B. Introduction, Growth, Stability, Decline C. Introduction, Growth D. Growth, Maturity	
	Product Mix is a part of	
3.	A. Product Strategy B. Pricing Strategy C. Promotion Strategy D. None of the above.	
	Brand Elements consist of the following	
4.	A. Brand Name B. Brand Symbol C. Brand Logo D. All of the above	
	Brand Equity consists of	
5.	A. Brand Awareness B. Brand Image C. Both a & b D. None of the above	
	Brand Awareness consists of	
6.	A. Brand Recognition B. Brand Recall C. Both A & B D. None of the above	
<b>Q.1 (b)</b>	Explain Product Life Cycle with examples	<b>04</b>
<b>Q.1 (c)</b>	Building a Brand is a Systematic Process and takes a long time. In light of this, explain the CBBE Model of Building a brand with examples.	<b>04</b>
<b>Q.2 (a)</b>	Take any two brands of your choice and mention the POPs between them and PODs between them, and how PODs are useful in building a brand.	<b>07</b>
<b>Q.2 (b)</b>	What are Brand Extensions and how are they useful?	<b>07</b>
<b>OR</b>		
<b>Q.2 (b)</b>	Explain the process of new product development.	<b>07</b>
<b>Q.3 (a)</b>	Define a Product and Explain the five levels of a product.	<b>07</b>
<b>Q.3 (b)</b>	Explain Brand Value Chain with Examples.	<b>07</b>
<b>OR</b>		
<b>Q.3 (a)</b>	Choose a brand of your choice and explain its various brand elements in detail.	<b>07</b>
<b>Q.3 (b)</b>	What is cause marketing? Discuss various brands that use cause marketing for building its brand equity.	<b>07</b>
<b>Q.4 (a)</b>	What is “Brand Audit”? Briefly discuss Brand inventory & Brand exploratory audit.	<b>07</b>
<b>Q.4 (b)</b>	Write down short note on: Co-Branding with its merits & demerits	<b>07</b>
<b>OR</b>		

- Q.4** (a) Discuss major market factors that impact market attractiveness for carrying out category attractiveness analysis **07**  
(b) What are “Brand Portfolio” & “Brand Hierarchy”? Discuss both concepts with an individual example of each one. **07**

**Q.5** **14**

***“LUX- The Soap endorsed by classes for the masses***

Lux beauty soap is a brand of Unilever and is among the most popular soaps globally. The ranges of products that fall under the brand Lux include beauty soaps, shower gels, hair shampoos and conditioner and other bath additives.

Lux was launched in 1925, it became the first mass market toilet soap in the world. The soap is used by 34% of households across the globe. Lux has the 5th highest number of Consumer Reach Points in Asia which is way ahead of its competitor soap, Dove. The brand has managed to sustain and be ahead of its competitors by reinventing its product time to time with changing consumer needs.

Also the strong positioning, marketing and advertising has helped Lux to maintain its position at the top. The soap has managed to get a glamorous feel attached to it as the company roped in superstars to endorse their product and make it premium soap even though it is not so expensive.

Answer the following Questions:

1. Explain the positioning strategy of Unilever for Lux.
2. What is the difference in the positioning started of Lux and Dove.

**OR**

**Q.5** ***The Parle Story: From a Humble Beginning to an Inspirational Success*** **14**

The humble rectangular Parle G biscuit is a regular feature in almost everyone's morning breakfast. One of the most popular biscuits, Parle G is a chai staple in the country and most of us have also grown up having or still have it with a glass of milk. And remember, some of us even used to make cakes using Parle G as a key ingredient? While it is a well-known fact that Parle G, from the house of Parle Products – a home-grown brand - is one of the oldest biscuit brands in India, the biscuit major is often mistaken to be the first brand the company launched with. Remember the orange candies wrapped in transparent wrapper? A lesser known fact is that Parle Products started its historical journey in 1929 with its confectionery brands. Since then, Parle Products has come a long way. Today, it boasts of housing over 40 brands across 5 categories – Biscuits, Confectionery, Chocolates, Snacks and Rusk. It is pertinent to note here that the brand has recently forayed into Pulses category with Fresh Harvest.

Answer the following Questions:

1. Explain the positioning strategy for parle-g biscuits.
2. What is the difference in the positioning of Parle-G and Hide and Seek ?