

**GUJARAT TECHNOLOGICAL UNIVERSITY****B.VOC - SEMESTER- VI EXAMINATION – SUMMER 2024****Subject Code: 1162203****Date:18-05-2024****Subject Name: Product & Brand Management****Time:10:30 AM TO 12:30 PM****Total Marks:50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	<b>Marks</b>
<b>Q.1</b> (a) What is Product Portfolio? Explain with appropriate examples	<b>05</b>
(b) Explain Role of Product Manager.	<b>05</b>
<b>Q.2</b> (a) What is Brand Hierarchy? How does this concept help in designing Branding Strategies?	<b>05</b>
(b) Discuss Five Force Model. Explain How it's beneficial for Managing Competition	<b>05</b>
<b>OR</b>	
(b) Differentiate product invention and product innovation.	<b>05</b>
<b>Q.3</b> (a) Write short note on Product differentiation	<b>05</b>
(b) Discuss the concept and stages of the extended Product Life Cycle with an example.	<b>05</b>
<b>OR</b>	
<b>Q.3</b> (a) What are the reasons for neglect Product Elimination?	<b>05</b>
(b) Write short note on Test Marketing,	<b>05</b>
<b>Q.4</b> (a) What is Brand? Write about importance of a Brand?	<b>05</b>
(b) Identify Brand elements of your favourite brand.	<b>05</b>
<b>OR</b>	
<b>Q.4</b> (a) Write in brief: Strategies to Revitalize Brands	<b>05</b>
(b) Discuss Global Brand Strategies in detail.	<b>05</b>
<b>Q.5</b> (a) Explain various Brand positioning strategies	<b>05</b>
(b) Describe Process of New Product Development in brief.	<b>05</b>
<b>OR</b>	
<b>Q.5</b> (a) Explain Brand Extension with suitable example in detail.	<b>05</b>
(b) What are the major Branding Challenges and Opportunities?	<b>05</b>

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