

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-VI EXAMINATION – SUMMER 2025

Subject Code:1162203

Date:14-05-2025

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.

| | Marks |
|--|--------------|
| Q.1 (a) Explain the stages of the extended Product Life Cycle with appropriate example. | 05 |
| (b) What are the important roles perform by product manager? | 05 |
| Q.2 (a) Describe porter's five force competitive model with example. | 05 |
| (b) Write short note on Product Portfolio | 05 |
| (b) Define various types of test marketing for NPD? | 05 |
| Q.3 (a) Compose the stages of New Product Development(NPD). | 05 |
| (b) Explain following terms in brief – Customer Based Brand Equity, Brand Value | 05 |
| OR | |
| Q.3 (a) "Product Time to Market", can considerably effect your organization's competitive positioning. Explain. | 05 |
| (b) What is Branding? Why Significance of Brand necessary? | 05 |
| Q.4 (a) Write important types of brand elements for identity. | 05 |
| (b) List down the most common brand challenges. | 05 |
| OR | |
| Q.4 (a) Explain brand hierarchy with suitable examples. | 05 |
| (b) How company put efforts to revitalize their brand? | 05 |
| Q.5 (a) What is Brand Extension? How "coca cola" do their brand extension? | 05 |
| (b) Write Short note on: Brand equity Measurement | 05 |
| OR | |
| Q.5 (a) Write in detail Global Brand Strategies. | 05 |
| (b) What are brand positioning guidelines for business growth? | 05 |
