

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER- IV EXAMINATION – WINTER 2019

Subject Code: 3549211

Date: 30-11-2019

Subject Name: Product and Brand Management (PBM)

Time: 2.30 PM to 5.30 PM

Total Marks: 70

Instructions:

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

Marks

Q.1. Explain the following terms:

14

- (a) Brand Extension
- (b) Ingredient Branding
- (c) Brand Associations
- (d) Brand Bundling
- (e) Concept Testing
- (f) Competitive frame of reference
- (g) Line Stretching

Q. 2 (a) Explain the extended product life cycle, characteristics and strategies for each stage with appropriate examples. 07

Q. 2 (b) Explain: How can we use Shell's Directional Matrix to strategies product strategies? 07

OR

Q. 2 (b) You are the brand manager of Galaxy Ltd. and you are planning to extend your developed brand to new categories. Explain what is brand extension and its pros and cons. 07

Q. 3 (a) 'Test marketing is a major tool for the commercialization stage of New product development', Discuss. 07

Q. 3 (b) Mr. David has joined Koffee Q Pvt Ltd., an upcoming coffee brand in North India. He has to select the brand elements for new coffee brand. What elements can help brand to grow as well as what should be the choice criteria of these elements? 07

OR

Q. 3 (a) Explain the strategies followed by Market leader to maintain the no. 1 position in competition. 07

Q. 3 (b) Explain the strategies to manage the brand over the time period through revitalization and reinforcement. 07

Q. 4 (a) Explain the product differentiation strategies. 07

Q. 4 (b) Explain the various stages of brand value chain 07

OR

Q. 4(a) What is brand mantra? Explain the various components of Brand Mantra. 07

Q. 4(b) Explain the Qualitative and Quantitative techniques to identify potential sources of Brand equity. 07

Q.5. Case Study:

Raymond's: – 'The Complete Man'.

Raymond group is the world's largest integrated manufacturer of worsted fabric. It dominates the Rs. 16 billion worsted textile market with 60% market share. The Complete Man theme has been around for more than two decades. Sophistication and Elegance have been the brand's hallmark in terms of its communication strategy. In the textile industry, Raymond's was the first to shift its focus from the product to an individual's personality with its advertising campaign. The initial advertisement started with the slogan 'the guide of the well-dressed male', later the positioning change to 'the complete man'.

Rajeev Agarwal, of Nexus equity, created 'The Complete Man' campaign. Raymond's Complete Man stood for Metro sexual, caring, family person who was very different from the way men were portrayed in the 70s and 80s. According to Mrinmoy Mukherjee, director-marketing, 'That was the Angry Young Man era. But The Raymond man was softer, and every communication created showed the changes happening around the Alpha male'.

Thus the protagonist of Raymond was born – sometimes a caring father, at other times a doting husband or a sincere friend and, always looking elegant in Raymond suit. Some of the advertising made by Nexus even did away with the mandatory product shots in the advertisement and just concentrated on the man and his qualities.

Beside the man, another constant in all remind advertisements since the 90s has been the signature tune playing in the background. The absence of spoken words in the advertisement makes it easier for adoption to local TV channels without translation.

Agarwal says 'The Complete Man' came about because he wanted to create something that could look at the brand over a decade's Horizon and still be relevant'. Today, the campaign lives on. The ideal word to express the man in the advertisement is 'warm'. Having written the spotlight on the complete man, the brand also focus is on the fabric now, hence, the tagline - 'Feels Like Heaven's. Like Virtually every brand today, remind is also present on Facebook and uses the platform to connect with its customers. The 87 year old brand does this by either putting a regular styling tip on its page or launching events such as The Raymond Model Hunt contest.

Q. 1. Why did the brand portrayed the image of carrying man in the 1970s & 80s when the image of macho man was part of the public imagination? 07

Q. 2. If customer by brand with a personality that reflect their own personalities, name 3 brands that you purchase regularly. How do these brands reflect your personality? 07

OR

Q. 1. Discuss the dimensions of Raymond brand personality. 07

Q. 2. 'Brands are capable of triggering associations in the minds of consumers, and these need not be based solely on utilitarian or functional approach', Discuss with context to Raymond. 07
