

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER- IV EXAMINATION – WINTER 2020****Subject Code:2840101****Date:04/01/2021****Subject Name:Product and Brand Management****Time:02:00 PM TO 04.00 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

Q. No.	Question Text and Option	6
Q.1	A brand-based model reveals the following	
(a)		
1.	A. Why customers buy the brands they buy? B. What are the underlying motives for their purchasing brands of their preference?	1
	C. Why companies keep their brands contemporary? D. All of the above	
2.	The new automobile market is an example of A. Meta market B. Metaphor market C. Meta market D. None of the above	1
3.	“Jod jo tootega nahin” tagline is related with brand _____ A. Ambuja cement B. Ambuja cement C. Fevicol D. M-Seal	1
4.	The first step of new product development must be A. Idea generation B. Idea generation C. Business Analysis D. Concept testing	1
5.	The ultimate objective of the product is A. Utilizing existing manpower B. Utilizing existing manpower C. To monopolize the market D. All of the above	1
6.	In PLC, the stage in which sales are zero is classified as A. Maturity stage B. Maturity stage C. Growth stage D. Decline stage	1
Q.1	(b) Define Co- branding.	06
Q.2	(a) What is meant by Brand Positioning? Discuss its importance in terms of success of any brand.	06
	(b) State the difference between generic product, core product, expected product and augmented product with example.	06
Q.3	(a) Write a detailed note on New Product Development.	06
	(b) “People have more faith in brands rather than products”. Critically analyze the statement with role and importance of branding.	06

- Q.4** (a) Describe the brand elements of following- **06**
- Dairy Milk Chocolate
 - Dabur Chyawanprash
- (b) As a product manager, you have received about 5 new product ideas in your Dairy products. What are the processes that can be used to screen these ideas and select the best one? Which process would you like to use and why? **06**
- Q.5** (a) Brand is built in the minds of people. Do you agree? Explain this in context to “Nissan Magnite Car”. **06**
- (b) Discuss the common reasons of failing the new product in the market. **06**
- Q.6** (a) What are common new product launching strategies? **06**
- (b) Explain the challenges and opportunities for branding a Desktop Computer in current pandemic scenario. **06**
- Q.7** Manish and Govind are two enterprising youth. They have passed out from a premier management institute. They decided instead of doing a job, they will launch fresh vegetables in Indian Marketing. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Manish and Govind fundraising was a serious handicap for Mass Production. However, the first trial batch of mushrooms that they produced was bought by star hotel in Mumbai. Further, the hotel placed orders for supply of 54kgs every day. Manish and Govind want to sell mushrooms in a very big way all over India. How will you guide Manish and Govind in a) Product strategies? b) Brand Positioning. c) Brand Strategies. **11**

OR

- Q.7** Homemade Ice-cream Ltd., manufacturer of ice- cream and frozen yoghurt was founded in 1990. It soon became popular with its innovative flavors, made from fresh MILK AND CREAM. The company currently distributes ice-cream, low fat ice- cream, frozen yoghurt and novelty products nationwide, in super-markets, grocery stores, franchised Homemade scoop shops, restaurants and other venues. Homemade’s product strategy is to differentiate its super premium brand from other ice-cream brands. The brand image reflects high quality, uniqueness, and a bit of amusement. For example, “Chubby Hubby” has chunks of chocolate- covered peanut butter filled crisp biscuits in a rich vanilla malt ice cream. Other names in the company’s line of ice-cream include Totally Nuts, Chunky Monkey, From Russia with Buzz, Cherry Garcia, Super Fudge Chunk and Bovinity Divinity. The new product development process and flavor naming process are a top priority at Homemade. **11**
- Q.1 What are the characteristics of a good brand name? How do you rate Homemade flavor names based on these criteria?
- Q.2 Does Homemade use an individual or a Family branding strategy? What are the advantages and disadvantages of these two strategies?
