

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER 2014

Subject Code: 2840101

Date: 23-05-2014

Subject Name: Product and Brand Management (PBM)

Time: 10.30 am - 13.30 pm

Total Marks: 70

Instructions:

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

- Q.1 (a)** Explain various categories of New product with examples. **07**
(b) Explain Big five Brand personality with examples. **07**
- Q.2 (a)** Draw PLC and Explain Growth and Maturity stage with examples. **07**
(b) Explain Consumer Base Brand equity (CBBE) model. **07**
- OR**
- (b)** Define Product and Explain Five level of it with example. **07**
- Q.3 (a)** What is Brand? Explain key attribute of successful brand. **07**
(b) Difference between Point of difference and point of parity with examples. **07**
- OR**
- Q.3 (a)** Explain five alternative when open to the firm competing through products. **07**
(b) Explain the Ansoff's Product Matrix. **07**
- Q.4 (a)** Explain various factor for the selection of launch strategy. **07**
(b) Define the term "Celebrity endorsement" and its problem with example. **07**
- OR**
- Q.4 (a)** Define Brand equity Management system. Explain the three steps of implementing brand equity management system. **07**
(b) Enlist the quantitative and qualitative research techniques to identify potential sources of brand equity. Explain any one in detail. **07**
- Q.5 (a)** Explain Various Brand Challenges. **07**
(b) What is Brand extension? Explain the Pros & Cons of it. **07**
- OR**
- Q.5** write short note on following (any two) **14**
1. Co-Branding with Merits and Demerits
2. Brand Mantra & Mental Map
3. BCG matrix.
