

Serial No.: _____

Enrollment No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-IV • EXAMINATION – SUMMER • 2015

Subject Code: 2840101

Date: 05-05-2015

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 the P &G matrix of strategies for managing a mature product. Give 07 examples.

(b) *Select Brand as India* and Explain various techniques to build brand equity 07 through secondary leveraging associations for the same

Q.2 (a) Select Amul Brand, identify all its brand elements and assess their ability to 07 contribute to the brand equity

(b) What do Brands mean? Explain the roles a brand plays for the manufacturer and 07 the consumer?

OR

(b) Explain Strategic brand Management process in detail. 07

Q.3 (a) Explain Experiential Marketing and Personalization Marketing techniques for 07 Tata Brand.

(b) Explain the Revitalization and Reinforcement Branding strategies. 07

OR

Q.3 (a) What are the characteristics of growth phase in a product life cycle? What 07 strategies are available to the marketers to sustain competitive advantage in the growth phase?

(b) What is points of parity and points of differentiation? Explain it for AIRTEL and 07 VODAPHONE Brand.

Q.4 (a) Explain Holistic methods of Brand equity. 07

(b) Explain any Two comparative methods to build brand equity 07

OR

Q.4 (a) Explain Brand value chain along with various stages? 07

Q.4 (b) Explain CBBE pyramid. What marketing programmes are required to build 07 brand equity?

Q.5 (a) Explain Global/Local/Glocal Positioning with appropriate examples also Explain 07 Advantages and Disadvantages of Global Marketing Programs.

(b) Explain Brand extension strategies of Nestle Brand. Differentiate Line extension 07

brand extension for the same along with advantages and disadvantages.

OR

- Q.5 (a)** Explain revitalization strategies and reinforcement strategies of Kellogs' brand. **07**
What steps are required to improve brand equity
- (b)** Explain Brand equity charter and Brand asset valuator. **07**
