

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – SUMMER 2016

Subject Code: 2840101

Date: 05-05-2016

Subject Name: Product and Brand Management

Time: 10.30 AM TO 01.30 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) Find the correct option. Each is carrying 1 mark.

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1. _____ is the set of all items and products a particular seller offers for sale.
 - a. Product system
 - b. Product mix
 - c. Product line
 - d. None of the above
2. If a company introduce same brand name for several product in different markets then company is applying which one of the following brand strategy?
 - a. Product brand strategy
 - b. Line brand strategy
 - c. Rand brand strategy
 - d. Umbrella brand strategy
3. _____ is a reflection of what we projected to send to the public.
 - a. Brand Identity
 - b. Brand Positioning
 - c. Brand Function
 - d. Brand Image
4. The more customers are knowledgeable of a brand's promises, the more they are likely to be:
 - a. Satisfied
 - b. Unsatisfied
 - c. Loyal
 - d. Demanding
5. The elasticity of sales to sales promotion is _____ that of advertising.
 - a. Less than
 - b. Greater than
 - c. Equal to
 - d. Inversely proportional to
6. Right branding increases _____ of the product, which should be more than that of the generic product.
 - a. Market Share
 - b. Value
 - c. Consumer revolt
 - d. Profit

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Q – 1 (B) Give the meaning of the following. Each is carrying 1 mark.

1. Image repositioning
2. Co-Branding
3. Augmented Product
4. Ingredient Branding

Q – 1 (C) What factors of Differential Advantage Analysis is used for conducting competitor analysis.

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Q – 2 (A) Choose a brand of your choice and explain its various brand elements in detail.

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- Q – 2 (B) Explain the strategies that can be used by the marketers at various stages of a product life cycle for a mobile phone. 7
- OR**
- Q – 2 (B) Discuss the process of new product development with special focus on ‘Concept Development and Concept Testing’ phase. 7
- Q – 3 (A) What do you mean by personalizing marketing? Also explain how Experiential marketing, One-to-one marketing and Permission marketing are used by various brands to personalize their marketing efforts? 7
- Q – 3 (B) Discuss the Customer Based Brand Equity (CBBE) Model with appropriate examples. 7
- OR**
- Q – 3 (A) Discuss various challenges faced by a brand manager. 7
- Q – 3 (B) Explain the Brand Value Chain with appropriate examples. 7
- Q – 4 (A) Discuss various projective techniques for measuring consumer brand and product perceptions. 7
- Q – 4 (B) What is cause marketing? Discuss various brands that use cause marketing for building its brand equity. 7
- OR**
- Q – 4 (A) What is Global Marketing Program? Discuss advantages and disadvantages of Global Marketing Programs. 7
- Q – 4 (B) Explain the concepts of standardization and customization. Also give examples of various brands using these concepts in their product offering. 7
- Q – 5 **Case – Aircel – Building Brand Equity** 14

Introduction - Aircel started its operations in 1999 in Tamil Nadu and became the leading mobile operator in that state in eighteen months. In December 2003, it entered Chennai and established itself as a market leader. The success story repeated itself in the other places such as the Northern states, Orissa, Bihar, Jammu and Kashmir, Himachal Pradesh, West Bengal, Kolkata, Kerala, Andhra Pradesh, Karnataka, Delhi, Uttar Pradesh (West and East), Maharashtra, especially Mumbai and Goa. The company got a fillip when it was allocated a spectrum for thirteen new circles across India by the Department of Telecom. With over twenty-five million people as a customer base, Aircel is a national operator now.

Establishing brand Aircel - In spite of strong competition from established biggies like Airtel and Vodafone, Aircel has been able to draw attention to itself across the country. Aircel has invested heavily in building their infrastructure. They have installed their own towers, and their network equipment deal is with top-notch players like Ericsson, Nokia, Huawei, etc. Its IT infrastructure is managed by Wipro. In the product category, they are adding exciting offers like the recharge dhamka in Uttar Pradesh, local calls at ten paise in Tamil Nadu and Chennai, unlimited night calling and sms packs in West Bengal, double talk time on prepaid recharges in Mumbai, etc. Their “Unlimited Dialer Tunes” has been short-listed for Best Mobile Music Service, while its most popular Airce PocketInternet (Rs. 14 and Rs. 98) had been short-listed for the Global Mobile Awards 2010 held at Barcelona. Their innovative customized products are specially designed keeping the need of various segments in mind, such as the youth, migrants, professionals, dependants, etc.

Measures taken to build brand equity – The company has invested heavily in promotional activities to build brand awareness and brand equity. In May 2009, when

its services were launched in Delhi, the mobile services company spent over Rs. 35 crore buying space in newspapers, magazines, and television channels to promote its products.

Aircel has also actively involved the out-of-home (OOH) media to build brand awareness. 'Their "Just arrived" boxes at the Mumbai Airport; the projection of the logo on the landmark Gateway of India; the IPL Scoreboard put up at the Mahim Causeway in Mumbai, created a lot of buzz for Aircel. Aircel branded airport placards had names of celebrities, such as Tom Cruise, which immediately grabbed people's attention. A number of these innovations were useful. The IPL scoreboard, for instance, helped commuters keep track of the latest score.

On 1 February 2010, Aircel launched its initiative 'Save our Tiger' in partnership with Dentsu Communications and WWF India (i.e., co-branding). The campaign highlight the fact that the tiger population was alarming low and that the action should be taken to protect them. Aircel has launched a website, www.saveourtigers.com for propagating and disseminating information about the same. They encourage people not only to make donations but also to join the movement and spread the news.

Conclusion – Graduating from a niche player (South India) to a national player (pan-India), Aircel has come a long way and is still growing. It is the fifth largest telecom player (on the basis of the number of customers) and has successfully taken on biggies like Airtel and Vodafone. With its innovative strategies and out-of-the-box thinking, they have been able to generate a lot of buzz in their target market. The innovative use of the OOH media and the use of the "Save the Tiger" campaign in its television had helped Aircel but above the clutter. The effective use of online media has also helped them generate brand awareness and create a brand identity that is specific and unique. Aircel has effectively used a number of brand equity measures to build its brand equity.

Questions:

1. Delineate the various factors that have been used by Aircel to build its brand equity.
2. Comment on how Aircel, despite being a late entrant, has still been able to create a brand identity and brand knowledge in the market.
3. What further suggestions can you give Aircel to build its brand equity?

OR

Q – 5

Case – Housing Finance and Brand LIC

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Introduction – Housing is a basic necessity and an aspiration for many of the one billion plus people of India. 'A burgeoning middle class with a high percentage of working age population, rapid organization and migration to cities and the breakup of joint families and the subsequent emergence of unclear families are strong growth drivers for the housing finance market. Tax breaks on interest and principle repayment on housing loans' give a further impetus to this sector. The demand-supply gap is an estimated 24 million dwelling units.

Changing consumer trends – The home loan market has been an important barometer in gauging the upward mobility has added to the purchasing power. The last decade has witnessed a demographic change in the borrowers also. Yesteryears borrowers were in the late-40s and now the borrowers are in their mid-30s.

Indian home loan market – The housing finance companies (HFCs) constitute the Indian home loan market. They are 'overseen by the National Housing Bank and commercial banks regulated by the Reserve Bank of India.' The huge demand-supply gap has attracted a number of players. The industry has clocked a spectacular compounded annual growth rate of 30 per cent in the period between 2003-04 and

2007-08. The housing loan market is one of the most competitive in the country. There are a large number of pan-India-and local players.

LIC Housing Finance Limited – LIC Housing Finance Limited (LICHFL) has been able to maintain a strong foothold in the market for over twenty years. It is giant in the home loan segment and has seen a 100 per cent increase in approvals of loans for the first five months of the fiscal year 2009-2010. The average size of the loan has also grown from Rs. 12 lakh to Rs. 13 lakh. The business includes loans to individuals for purchasing new houses, repairs and renovations. To professionals, they provide loans for self-owned office premises. Employees of reputed corporate houses can get special schemes. For senior citizens a reverse mortgage is also possible. Apart from individual consumers, reputed builders and developers can also avail loans for residential projects and ‘against securitization of rental receivables.’

Communicating with the customers – To reach the customers, LICHFL employed a multimedia campaign. TV, radio, print, online, mobile and outdoor media were used besides organizing events. LICHFL sponsored ‘Blockbuster Budhwar’ programme has been running on ‘FM Radio Mirchi for the past three years.’ It also has tie-ups with premier property exhibitions.

Brand Value – ‘Transparency, trust, and credibility – these qualities are synonymous with the LICHFL brand. The organization believes in putting the interests of its customers above all- a belief that is accepted and shared by more than a million satisfied customers.’

Conclusion – LICHFL is a formidable and well-entrenched player in the home loan market. It has understood the customers and its advertisements target young achievers who are the current home loan borrowers. It has also tried to attract them through innovative schemes from ‘hire-purchase and re-financing to mortgage and loans against property.’

Questions:

1. Discuss the home loan market scenario in India.
2. Describe the consumer behavior of the home loan customers.
3. Apply the consumer purchase process model and discuss the stages the customers can probably go through while ‘purchasing’ a home loan.

All the Best