

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-IV • EXAMINATION – WINTER 2014

Subject Code: 2840101

Date: 25-11-2014

Subject Name: Product and Brand Management (PBM)

Time: 10.30am - 13.30pm

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 levels of product giving appropriate examples of each level. **07**
(b) Explain taking a brand of your choice, its Point of Parity and Point of Difference. **07**

- Q.2 (a)** Explain the stages in the new product development with special emphasis on Concept Development and Testing Stage taking a new product of your choice. **07**
(b) Explain any two methods of Sales Forecasting. **07**

OR

- (b)** Suggest appropriate marketing strategies for each stages of the product life cycle. **07**

- Q.3 (a)** Discuss Strategic Brand Management Process. **07**
(b) Explain the criteria for choosing brand elements taking a particular brand's examples of your choice. **07**

OR

- Q.3 (a)** Explain what are One-to-One Marketing, Permission Marketing and Experiential Marketing. **07**
(b) What is Co-Branding and what are the advantages and Disadvantages of Co-Branding? **07**

- Q.4 (a)** Take a brand of your choice and explain the four steps of Customer Based Brand Equity. **07**
(b) Discuss various stages of Brand Value Chain. **07**

OR

- Q.4 (a)** What is Brand Extension? What are the advantages and disadvantages of brand extensions? **07**
(b) What are the ways in which a brand can be revitalized? **07**

- Q.5 (a)** Pick a brand marketed in more than one country. Assess the extent to which the brand is marketed on a standardized versus customized basis. **07**
(b) What are the various types of risks consumers perceive while buying and consuming a product? **07**

OR

- Q.5 (a)** What are the advantages and disadvantages to the brand by going international? **07**
(b) Discuss various branding challenges and opportunities. **07**
