

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – SUMMER 2019

Subject Code: 3549211

Date: 04/05/2019

Subject Name: Product and Brand Management

Time: 10:30 Am to 1:30 Pm

Total Marks: 70

Instructions:

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

	Marks
Q.1 Answer the following:	14
(a) Explain brand hierarchy with an example	
(b) Write a note on cause marketing	
(c) Explain test marketing	
(d) List the stages of brand value chain	
(e) Write a note on PODs	
(f) Discuss brand inventory	
(g) Write a note on crisis management with an example	
Q.2 (a) Explain in detail the stages of Product life cycle. Discuss why is PLC a useful tool for helping managers organize their thinking about product strategy and management.	07
(b) Pick any product which according to you is in the maturity phase. Discuss the strategies available to a manager to handle the product	07
OR	
(b) Discuss the new product development process by taking the example of electric two-wheeler.	07
Q.3 (a) Discuss the process of creating customer-based brand equity	07
(b) Take a brand of your choice which has been extended in another category of products. Discuss the advantages of extension to the parent brand as well the extended brand	07
OR	
Q.3 (a) Discuss the various qualitative research techniques used for measuring sources of brand equity	07
(b) Identify the brand elements of any brand of your choice. Evaluate the brand elements based on the six criteria for assessing brand elements	07
Q.4 (a) Explain the sources by which secondary brand associations can be created.	07
(b) Identify a brand which is marketed in more than one country. Discuss the extent to which the marketing program is standardized vs. customized.	07
OR	
Q.4 (a) Define brand. What is the importance of branding in today's world? Discuss.	07
(b) Pick a brand of your choice which you think has been revitalized over time. Discuss the strategies used by the company for revitalizing the brand.	07

Q.5 CASE STUDY: Apple Logo Design

One of the most valuable brands of the world, Apple is mainly known for its exquisite hardware design. Whether it is their computers or smartphones, all its products represent the ceaseless ingenuity of its creative team. However, the company is not creative only with its product design, but it also has a rich history when it comes to its Apple logo design and branding. From its first brand identity to the last logo, Apple's logo design has gone through a significant transition regarding design, colors, and style. Touraj Saberivand, the partner of the design team that created the Apple's logo, said, "I was going for the silhouette of an apple, but to make it look more like an apple and not some other round fruit, I did what one does with an apple, I took a bite out of it." From its very first design until its modern form, it has gone through some iterations.

First Apple Logo Design (1976): Apple's first logo was considered quite complicated for its intricate design. It depicts the famous story of the discovery of gravity when Isaac Newton was sitting under a tree, and an apple falls on him. The logo featured Isaac Newton sitting under a tree and contemplating over something while an apple is about to fall on his head. Although the logo became the brand identity for Apple, could not create the buzz and was soon replaced by a new logo design. Besides, Steve Jobs did not quite like the logo and needed a better design. According to him, the logo looked enigmatic and lacked clarity. In other words, he needed something more explicit and straightforward.



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The Rainbow-Colored Apple Logo (1976 – 1998): The Apple's new logo design used an Apple that was bitten from the right side, while it used rainbow colors to make it more user-friendly. The new design invoked curiosity of the people, and they started making speculations. As for the colors in the logo, people thought of it as representative of the Apple's transition to Apple II which was the company's first computer that supported the use of colors. The rainbow color logo remained the brand identity of Apple for more than two decades. Though the colors and styling have changed over the years, the basic design and imagery of the logo remain the same.



The Monochrome Apple Logo Design (1998 – 2000): In 1997, Steve Jobs rejoined the company after twelve years. Once he was back in the saddle, the first thing he did was to rebrand the company. The new logo was revamped mainly because of the change in hardware design as the new Apple computers used metallic casing. A rainbow-colored logo would have looked absurd in those cases. So, he came up with the idea of a monochrome logo that can go with the new design of iMac.

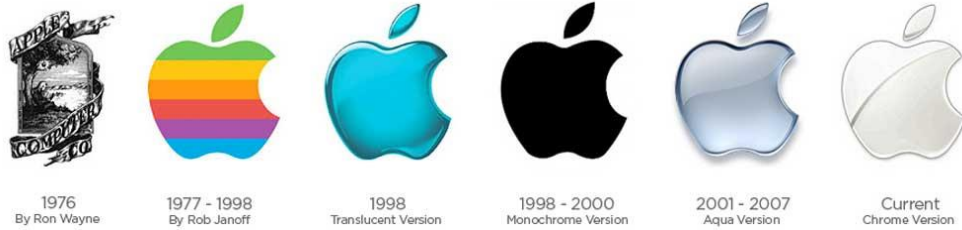


Let's take a glimpse into the salient features of the Apple logo's current design:

Shape: The most noticeable thing in the Apple logo is its imagery of apple fruit. A bite is designed on the right side of the fruit to ensure that it looks like an apple. The leaf of the fruit is bent towards the right side.

Colors: While Apple has a single logo design that it uses as brand identity of its organization, it also uses some other versions with little variations in colors. Most of its products use silver chrome color in its logo design which looks stylish and gives it a modern feel.

Fonts: Apple does not use any fonts in its official company's logo design. The clean and elegant look of its logo does not call for any text.



- (a) Discuss the importance of logos in contributing towards creation of brand equity. **07**
- (b) Explain why Apple changed its logos over time. Is it good for a company to undergo so many logo changes? Justify your answer. **07**

OR

- Q.5**
- (a) Keeping in mind Apple's strategy, what changes in logo design do you suggest for the future? Explain your suggestions in detail. **07**
 - (b) Is it correct for Apple to spend so much for logo designing? Justify your answer with valid reasons. **07**
