

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject Code: 840102

Date: 13-05-2015

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) Discuss the role of product manager in the fast changing marketing environment of today. **07**
- (b) Discuss the concept of product life cycle (PLC). Explain various strategies used in each stage of PLC. **07**
- Q.2** (a) What are different questions which a product manager should ask to analyze current and potential customers? **07**
- (b) Define forecasting. Explain importance of forecasting. Also, explain any 3 methods of judgement based forecasting methods. **07**
- OR**
- (b) Discuss product focused and market focused organizations along with advantages and disadvantages. **07**
- Q.3** (a) Define brand. Explain various advantages of building a brand from organizational and customer perspective. **07**
- (b) Define brand equity. List down the benefits of strong brand equity. Explain brand resonance pyramid. **07**
- OR**
- Q.3** (a) Discuss brand asset valuator model for measuring brand equity with examples. **07**
- (b) Choose a brand that you feel is not appropriately positioned. List down the reasons for it. What strategy can you suggest to gain favourable positioning for this brand? **07**
- Q.4** (a) Why does a brand need to go global? List any five reasons for going global. Discuss pros and cons of going global. **07**
- (b) Define line extension and category extension. Discuss the reasons for extending line and category. Give two examples for both. **07**
- OR**
- Q.4** (a) What is brand positioning? Explain different ways by which positioning can be done. **07**
- (b) Explain various key issues in branding. **07**
- Q.5** (a) With examples, explain how global brands implement the strategies of localization and standardization. **07**
- (b) Define sales promotion. Discuss various promotion tools with examples. **07**
- OR**
- Q.5** (a) Discuss any three ways in which an organization can build its brand image. Why do you think these ways are important? **07**
- (b) What strategy would you recommend for managing a brand globally – local or global? Why? **07**
