

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA –II, SEMESTER IV–EXAMINATION**

**Subject code: 2840101**

**Date: 02/12/2015**

**Subject Name: Product and Brand Management**

**Time: 02.30 PM TO 05.30 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)** List and explain with examples the seven stage Product Life Cycle **07**

**(b)** Discuss the various stages of the New Product Development Process **07**

**Q.2 (a)** Discuss with examples the six choice criteria for choosing various brand elements for building brand equity **07**

**(b) (i)** List the difficulties of technology forecasting in new product strategy **03**

**(ii)** Briefly explain the Strategic Brand Management Process **04**

**OR**

**(b) (i)** Briefly explain any three strategies for competing through products **03**

**(ii)** Discuss the concept of Ingredient branding with examples **04**

**Q.3 (a)** Describe the BCG Matrix and explain its usefulness in managing product portfolios **07**

**(b)** Discuss the strategic issues affecting success and failure of new product development **07**

**OR**

**Q.3 (a)** Describe and explain the Shell's Directional Policy Matrix highlighting its role in managing product portfolios **07**

**(b)** Discuss Test Marketing as a major tool for the Commercialisation stage of the New Product Development Process **07**

**Q.4 (a) (i)** Explain the offensive strategies of managing the mature product **03**

**(ii)** Discuss the Brand Product Matrix with a relevant example **04**

**(b)** Explain the process of choosing and establishing Points of Parity and Points of Difference for Brand Positioning **07**

**OR**

**Q.4 (a) (i)** Identify and describe three alternative growth phase strategies **03**

**(ii)** What are Brand Equity Charter and Brand Equity Reports? **04**

- (b) Based on the CBBE model discuss the various dimensions of any brand of your choice from Brand Salience to Brand Resonance 07

**Q.5** (a) Discuss the holistic methods of measuring Brand Value 07

- (b) Briefly explain some of the Qualitative Techniques of measuring sources of Brand Equity 07

**OR**

**Q.5** (a) Explain the process of Evaluating Brand Extension opportunities 07

- (b) Discuss Brand Reinforcement as a strategy for managing brands over time 07

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