

Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 2

MBA
MBA 308A

Third Semester Back Examination – 2014

PRODUCT AND BRAND MANAGEMENT

BRANCH : MBAR

QUESTION CODE : L 371

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 which is compulsory and any **five** from the rest.*

The figures in the right-hand margin indicate marks.

1. Explain the following briefly : 2×10
 - (a) Co-branding
 - (b) Brand equity
 - (c) Brand extension
 - (d) Brand endorsement
 - (e) Competition Analysis
 - (f) Brand revitalization
 - (g) Product Reinforcement
 - (h) Differentiate between market and sale potentials
 - (i) New product development
 - (j) Celebrity endorsement.
2. Vaibhav and Rajan are two enterprising youth. They have passed out from a premier management institute. They decided instead of doing a job, they will launch fresh vegetables in Indian Marketing. Having learnt of the future conventional foods, they decided to venture into cultivation of Mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For them fund raising was a serious handicap for mass Production. However the first trial batch of mushrooms that they produced was bought by star hotel in Odisha. Further the

P.T.O.

hotel placed orders for supply of 20 kgs every day. They want to sell Mushroom in a very big way all over India. How will you guide them in (a) Product Strategy, (b) Brand positioning, (c) Brand extension ? 10

3. A leading hair oil company plans to enter into the antiseptic skin cream business in competition with the market leader Boroline. Discuss the brand building strategies that the company can use. 10
4. How the "Brand equity management" system is established and how sources of brand equity and customer mind set is measured ? 10
5. Depending on stages of product life cycle explain the strategies for each stage. 10
6. Comment on a product strategy of anyone companies each from FMCG and automobile sector. 10
7. Most of the foreign brands introduced in INDIA have failed. Briefly discuss possible reasons. 10
8. Write short notes on any **two** of the following : 5×2
 - (a) Commodities V/S Brands
 - (b) Factors influencing design of a product
 - (c) Brand hierarchy.

Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 2

MBA
MBA 308A

Third Semester (Back/ Special) Examination – 2013
PRODUCT AND BRAND MANAGEMENT

QUESTION CODE : D 516

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.*

The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2×10
 - (a) What is understood by Product Portfolio Management ?
 - (b) What is product architecture ?
 - (c) What is understood by brand leveraging ?
 - (d) What do you understand by brand equity ?
 - (e) What is brand resilience ?
 - (f) What is a shopping good ?
 - (g) What is a specialty service ?
 - (h) What is an industrial good ?
 - (i) What is understood by goods in process ?
 - (j) Why is packaging necessary ?
2. Jose Nelson, the CEO of Sky Bridge Corporation, is a specialist in airport planning and designing. He has laid out some of the world's best airports. He has a team of top class architects, engineers, and skilled workers. Jose's weakness for aerobridges at airports is well known in the industry. He has erected some of the most well planned aerobridges in various modern airports across the world. Sky Bridge is a highly rated company in the industry and Jose Nelson has been acclaimed world over as a super talented space management expert in the airports. His aerobridges are so well planned that minimum space is acquired by the aerobridges in the airports providing ample space for aircraft parking and movement on the tarmac as well as cargo movement.

P.T.O.

Jose has been told by his marketing team that India has been undergoing rapid expansion in building airport infrastructure and new airports. Jose considers this as an opportunity to make foray into this large country with a huge market potential. His market research team makes a professional tour of India's two-tier and three-tier cities to begin with, where either airports are being planned to be built or modernization and expansion plans are underway. Not many of these cities have facilities of aerobridges, which can take the passenger directly from the departure lounge of the airport into the aircraft's cabin or which can carry passengers from inside the cabin of the aircraft to the arrival lounge directly in the controlled environment without subjecting the passengers to natural environment of the city.

The new Bhubaneswar airport terminal has provision for two aerobridges, but Jose Nelson's men see opportunity for installing more aerobridges in the airport terminal.

How would Jose's men sell the idea of installing more aerobridges at the Bhubaneswar airport to the Airport Authorities ? Use your knowledge of Product and Brand Management to explain the deal that is to take place, with eventual success.

10

3. How is branding decision arrived at? Justify your answer with example. 10
4. What is understood by BCG Matrix ? Elaborate when a product is to be dropped as per BCG Matrix. 10
5. Explain new product development stages with example. 10
6. Explain product demand pattern and trend analysis with example. 10
7. How is a global brand developed ? Explain with example in detail. 10
8. What is understood by co-branding strategy ? Give an example of co-branding and explain how it helps in marketing of the product ? 10

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 1

____MBA
MBE611/MPE 2013

Special Examination – 2011
PRODUCT AND BRAND MANAGEMENT

Time: 3 Hours

Max. Marks: 70

Answer Question No.1 which is compulsory and any five from the rest.

The figures in the right-hand margin indicate marks.

1. Answer/ Describe the followings briefly : 2 × 10
 - (a) Go-error and Drop-error in product development
 - (b) Rapid skinning strategy
 - (c) Product development vs Market development strategy
 - (d) Brand image vs Corporate image
 - (e) Delta Habit Factor (DHF) Analysis vs Better products
 - (f) Factor contributing to winning brands
 - (g) Brand stretch and new business opportunities
 - (h) Relationship between brand strength and brand value
 - (i) Leveraging a brand
 - (j) Methods of product testing.
2. Why should the company design a new product? Define a new product and identify the challenges that the company faces in developing a new product. 10
3. What is the product life cycle? What are its successive stages? Critically evaluate different marketing strategies adopted by the firm in different stages of the DLC. 10
4. Product planning starts by recognising the need to deliver superior value. Discuss the following two strategies in this context. 5+5
 - (a) Product portfolio matrix
 - (b) The GE model.
5. Why naming a product is so important? What are the advantages and limitations of company vs individual names? Discuss the important characteristics of a good brand name. 10
6. What is a Brand? How is it important to both the consumer and marketer? Discuss the brand building process for an organisational brand. 10
7. What do you mean by brand leveraging? How corporate image can be leveraged to product items? Discuss the brand leveraging strategy for an FMCG Company. 10
8. What do you mean by brand equity? How do brand equity helps in valuation of a brand? Discuss the importance of managing the brand equity in the market. 10

Registration Number:

MBA
MBE611

PRODUCT AND BRAND MANAGEMENT

Time: 3 hrs

The figures in the right- hand margin indicate marks

1. Explain the following briefly: 2×10
 - (a) Product mix
 - (b) Go – error and drop error
 - (c) Brand leverage
 - (d) Augmented product
 - (e) Cash cow
 - (f) Brand extension
 - (g) Commercialization
 - (h) Fad
 - (i) Brain storming
 - (j) Business analysis
2. Explain the concept of new product. Discuss various steps involved in a new product development process. 10
3. What do you mean by product life cycle? Discuss the marketing strategies you would follow in the growth and maturity stages of the PLC in case of an FMCG product. 10
4. What are the challenges an organization faces in developing a new product? Discuss the reasons of failure of a new product and suggest measures for preventing the rate of failure. 10
5. What is a Brand? How is it important to both the consumer and the marketer? Discuss the brand building process for a corporate brand. 10
6. Explain: 5×2
 - (a) Product line management
 - (b) Brand Equity

7. What do you mean by brand leveraging? How corporate image can be leveraged to product items? Discuss the brand leveraging strategy for an FMCG company. 10
8. Differentiate between consumer and industrial products. Give a detailed scheme of different types of products in both the categories. Elaborate the consumer buying process and highlight how it is different from the industrial product buying process. 10

PRODUCT AND BRAND MANAGEMENT

10

Full Marks - 70

Time: 3 hrs

Answer Question No. 7 which is compulsory and any five from the rest.
The figures in the right-hand margin indicate marks

Explain the following briefly:

- (a) Product mix
- (b) Go - enter and drop out
- (c) Brand leverage
- (d) Augmented product
- (e) Cash cow
- (f) Brand extension
- (g) Commercialization
- (h) Fair
- (i) Brain storming
- (j) Business analysis

2. Explain the concept of new product. Discuss various steps involved in a new product development process. 10

3. What do you mean by product life cycle? Discuss the marketing strategies you would follow in the growth and maturity stages of the PLC in case of an FMCG product. 10

4. What are the challenges an organization faces in developing a new product? Discuss the reasons of failure of a new product and suggest measures for preventing the rate of failure. 10

5. What is a Brand? How is it important to both the consumer and the marketer? Discuss the brand building process for a corporate brand. 10

6. Explain: 10

- (a) Product line management
- (b) Brand Equity

Total number of printed pages – 3 MBA (New)
MPE 2013

Special Examination – 2009

PRODUCT AND BRAND MANAGEMENT

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 which is compulsory
and any **five** from the rest.*

*The figures in the right-hand margin
indicate marks.*

1. Briefly discuss the following concepts: 2×10

- (a) Brand name
- (b) Trade marks and Brand logo
- (c) FMCG products
- (d) Types of innovations

P.T.O.

(e) Brand prism (drawing only)

(f) Brand pyramid

(g) Core benefit proposition

(h) Speciality goods

(i) Brand co-horting

(j) Brand loyalty.

2. Define product and discuss its different layers. Discuss the scope and functions of product management. 10

3. Define a new product and discuss the new product development process briefly highlighting the importance of idea generation process for success or failure of the new product. 10

4. Define a PLC and discuss it as a strategic tool. Explain the various forms / variations of PLC and its marketing implications. 10

5. Define branding and discuss its major functions. Do you agree that "spending money as branding is a waste" ? Explain with examples. 10
6. Many brands fail in the market place due to poor positioning. Justify with suitable examples and also suggest ways for better positioning of brands. 10
7. Why test marketing is important in launching of a new product ? Discuss various aspects of test marketing process. 10
8. What is brand equity ? How is it measured ? Discuss the relationship between Brand strength and Brand value. 10