

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (INTEGRATED) – SEMESTER – 08 • EXAMINATION – SUMMER - 2017

Subject Code: 4180508**Date: 01/06/2017****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.

- Q.1** (a) Explain the various stages of Product Life Cycle. **07**
(b) What is brand? Explain Consumer Base Brand equity (CBBE) model with appropriate diagram. **07**
- Q.2** (a) What is Brand Equity? Explain key attribute of successful brand. **07**
(b) What is Brand Value Chain? Explain Brand value chain with various stages. **07**
- OR**
- (b) Write a note on “BCG Matrix” with example. **07**
- Q.3** (a) What are POP and POD? Explain for Reliance Jio and Vodaphone Brand. **07**
(b) What do you mean by Brand Leverage? Which are the ways of taking leverage? Elicit. **07**
- OR**
- Q.3** (a) What is market research? How projective techniques are useful to study the market? Develop the questionnaire for studying the customer satisfaction of Patanjali toothpaste. **07**
(b) What is brand extension? Explain the merits and demerits of Brand Extension. **07**
- Q.4** (a) What is Green Marketing? How it works? Explain. **07**
(b) Explain revitalization strategies and reinforcement strategies of a brand. What steps are required to improve brand equity for a brand? **07**
- OR**
- Q.4** (a) Write a note on Brand Equity Charter and Brand Equity Reports for P&G and Unilever. **07**
(b) What is corporate image? Which are the attributes to improve the corporate image? **07**
- Q.5** (a) Explain Global/Local/Glocal Positioning with appropriate examples also Explain Advantages and Disadvantages of Global Marketing Programs **07**
(b) What is the difference between Innovation and Invention? Explain with examples. **07**
- OR**
- Q.5** (a) What is cause marketing? Discuss various brands that use cause marketing for building its brand equity. **07**
(b) What do you mean by personalizing marketing? Also explain how Experiential marketing, One-to-one marketing and Permission marketing are used by various brands to personalize their marketing efforts? **07**
