Seat No.: Enrolment No

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER 04 • EXAMINATION – SUMMER 2017

•		ode: 2840101		Date: 03/06/201	17	
-	: 10 etions: 1. A 2. N	Tame: Product & Brand Manag 30 AM TO 01.30 PM: Attempt all questions. Make suitable assumptions wherever ne Figures to the right indicate full marks.		Total Marks:	70	
Q.1	(a)	Answer the following multiple choice	e qu	estions:	06	
1.	URI	L is known as				
	A.		В.	Urban Railway Limited		
2	C.	Unidentified Railway Load	D.	None of the above		
2.	Clos	se-up, Doordarshan, Ujala, Babool,	Fai	r & Lovely are the examples of		
	<u>A</u> .	Suggestive Brand names	B.	Descriptive brand names		
	C.	Arbitrary brand names	D.	Free standing brand names		
3.		buoy- kills the germs you cannot see,		=		
	A.		B.	Usage occasion related positioning		
	C.	positioning Functional benefit related	D	None of the above		
	C.	positioning	υ.	None of the above		
4.	Whe	en a firm uses one of its existing bran	nd na	ames as part of a brand name for an		
	improved or new product, the branding is called					
		Individual branding				
		Line family branding		_		
5.						
	-	luct 'orange juice'. This is an example		an own label brand		
	A.	a manufacturer's brand a generic brand		a no-frills brand		
6.		is the center of Brand's cl				
•				Value		
	C.	Image	D.	None of the above		
Q.1	(b)	Define following terms briefly:			04	
	()	1. Product				
		2. Brand Personification				
		3. Revitalizing brand				
		4. Brand Mantra				
Ο 1	(5)	What is "Drand Assetting Drieffer dieses	,,,,, T	Duond inventous & Duond available	0.4	
Q.1	(c)	What is "Brand Audit"? Briefly discuaudit.	uss I	brand inventory & Brand exploratory	04	
		audit.				
Q.2	(a)	Explain different methods of sales fo	reca	sting available to a product manager.	07	
	(b)	Discuss major market factors that in	mpa	et market attractiveness for carrying	07	
		out category attractiveness analysis.				

07 (b) Briefly explain new product development stages. Explain whole process with an example of "Electric Car" development. What is Product Life Cycle (PLC)? Discuss stretched product life cycle in **07 Q.3** brief. Also suggest appropriate marketing strategies for each stages of the product life cycle. Write down short note on: CBBE pyramid. Explain with an example of "Apple **07 (b)** I-phone 6S" model. OR What is "Brand"? Discuss challenges associated with branding in current Q.3 (a) 07 Indian environment. **(b)** What do you mean by "Leverage"? Write down various ways to leverage the **07** brand with an example of each one. 0.4 Write down short note on: Brand Value Chain 07 (a) Pick a product or service category basically dominated by two main brands. **07 (b)** Evaluate the positioning of each brand. Who are their target markets? What are the main points of parity and points of difference? **Q.4** Write down short note on: Co-Branding with its merits & demerits **07** (a) What are "Brand Portfolio" & "Brand Hierarchy"? Discuss both concepts with **07 (b)** an individual example of each one. Discuss the case study with answers of following questions. 14 **Q.5**

Re-creating the Lost Magic?

Established in 1996, Whirlpool of India Ltd. (WIL) set out to capture the Indian market with its customer-centric approach. The company gained leadership in the direct-cool refrigerator segment with a significant share in the washing machine market. However, with the entry of the Korean conglomerates - LG and Samsung, WIL's rise to success came to a halt. Competing for the same market space, these Korean players offered a host of technologically superior products at affordable rates through a strong countrywide network. Promoted aggressively and backed by a customer care service to please Indian customers, these products took away the market share from WIL in less than a decade. The Korean companies redefined the customer service in the home appliances segment. To make a come-back into the Indian market, WIL, under the direction of its new vice president, Marketing, Shantanu Das Gupta, geared up to focus on offering innovative products. To create a brand recall, the company hired celebrity couple Kajol and Ajay Devgan as brand ambassadors. After 3 years in the red, WIL finally witnessed a net operating profit in 2008. However, with its market share still trailing behind its competitors, the case questions the sustainability of WIL's turnaround.

Questions:

- 1. What is celebrity endorsement? Discuss merits & demerits of celebrity endorsement in view of this case study.
- 2. If you are a senior manager of WIL, suggest the ways for WIL to become India's 'Best Home Appliances Company again.

Brand Building through Customer Service

Post liberalisation in 1991, with the entry of multinational companies like LG, Samsung and Whirlpool, the Indian consumer durables industry has witnessed intense competition. In order to lure the customers, companies flooded the market with latest models, new features and latest technology. To position their brands in the minds of the consumers, these players adopted several brand-building strategies apart from investing heavily on R&D and marketing. This case delves into the critical success factors of the industry and the factors that gave a few players market leadership in this industry. To create a competitive edge, Samsung, the No. 2 player, is emphasising on customer service. It is believed that customer service is a key influencing factor in the consumer durables industry. However, with other companies also catching up, can Samsung create an edge? The case delves into what Samsung needs to do to create a competitive advantage in the highly competitive consumer durables industry.

Questions:

- 1. Being an Indian consumer, discuss various brand elements of Samsung in brief.
- 2. According to you can Samsung get a competitive advantage via focusing on customer care over their rivals? Discuss.
