Seat No.:	Enrolment No.
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GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION - SUMMER 2013

Sub	ject	Code: 840102 Date: 10-05-2013	5
Sub	ject	Name: Product and Brand Management (Old course)	
Tim	ie: 14	4:30pm – 17:30pm Total Marks: 70)
Instr	uction	ns:	
	1.	Attempt all questions.	
	2.	Make suitable assumptions wherever necessary.	
	3.	Figures to the right indicate full marks.	
Q-1		Write short notes on:	
	(a)	Economic Value to the customers	05
	(b)	Permission marketing	05
	(c)	Brand hierarchy	04
Q-2	(a)	With the help of examples, explain the various levels of market competition	07
	(b)	Write a note on various judgment-based methods for sales forecasting	07
		OR	
	(b)	Write a note on different strategies used over the product life cycle	07
Q-3	(a)	List and describe the six aggregate market factors that impact market attractiveness	07
	(b)	Explain 'really new products'. How are 'really new products' evaluated? OR	07
Q-3	(a)	Explain five ways in which a brand can leverage secondary associations. Give an example of each.	07
	(b)	List different types of brand elements. Identify all brand elements of 'Nike' brand	07
Q-4	(a)	Draw the customer-based brand equity pyramid and explain the various brand	07
	(b)	building blocks Write a note on the Brand Value Chain	07
		OR	
Q-4	(a)	Write a note on points of parity associations	07
	(b)	Explain projective techniques and free association techniques to measure sources of brand equity	07
Q-5	(a)	Explain the various criteria for creating effective and efficient marketing communication program	07
	(b)	Write a note on the disadvantages of brand extensions	07
		OR	. –
Q-5	(a) (b)	Explain the various roles that brands take upon as a part of brand portfolio Explain the advantages of global marketing programs	07 07
