

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-III • EXAMINATION – SUMMER 2014**

**Subject Code: 2840101****Date: 23-05-2014****Subject Name: Product and Brand Management (PBM)****Time: 10.30 am - 13.30 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 various categories of New product with examples. **07**  
 (b) Explain Big five Brand personality with examples. **07**
- Q.2** (a) Draw PLC and Explain Growth and Maturity stage with examples. **07**  
 (b) Explain Consumer Base Brand equity ( CBBE) model. **07**
- OR**
- (b) Define Product and Explain Five level of it with example. **07**
- Q.3** (a) What is Brand? Explain key attribute of successful brand. **07**  
 (b) Difference between Point of difference and point of parity with examples. **07**
- OR**
- Q.3** (a) Explain five alternative when open to the firm competing through products. **07**  
 (b) Explain the Ansoff's Product Matrix. **07**
- Q.4** (a) Explain various factor for the selection of launch strategy. **07**  
 (b) Define the term "Celebrity endorsement" and its problem with example. **07**
- OR**
- Q.4** (a) Define Brand equity Management system. Explain the three steps of implementing brand equity management system. **07**  
 (b) Enlist the quantitative and qualitative research techniques to identify potential sources of brand equity. Explain any one in detail. **07**
- Q.5** (a) Explain Various Brand Challenges. **07**  
 (b) What is Brand extension? Explain the Pros & Cons of it. **07**
- OR**
- Q.5** write short note on following (any two) **14**
1. Co-Branding with Merits and Demerits
  2. Brand Mantra & Mental Map
  3. BCG matrix.

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