Seat No.:	Enrolment No.
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GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2014

Sul	oject	Code: 840102 Date: 26-05-2014	
Sul	oject	Name: Product and Brand Management (PBM)	
		0.30 am - 13.30 pm Total Marks: 70	
Inst	ruction		
	2. 3.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	Identify the responsibilities of a product manager and how is the role of a product manager different from that of a marketing manager.	07
	(b)	Explain the desirable criteria for segmentation with examples.	07
Q.2	(a)	Identify and describe the six aggregate market factors that impact market attractiveness.	07
	(b)	Explain the five major uses of market potential. Explain any one method of estimating market potential.	07
	(b)	OR In the context of new product development, identify the various purposes of product testing. How is market test done for a new product?	07
Q.3	(a) (b)	Explain with examples the usage of brand elements to create brand equity. Explain the four steps of brand building using brand equity pyramid. OR	07 07
Q.3	(a)	Define brand positioning. Explain with examples Points of Parity (POPs) and Points of Differences (PODs) with respect to brand positioning.	07
	(b)	Explain four main steps of strategic brand management process with a diagram.	07
Q.4	(a)	Explain usage of Integrated Marketing Communication (IMC) to build brand equity.	07
	(b)	Identify and explain the elements by which secondary brand knowledge can be created.	07
		OR	
Q.4	(a)	Explain the different qualitative research techniques to measure sources of brand equity.	07
	(b)	Explain advantages of brand extensions with examples.	07
Q.5	(a)	Define product mix. Explain the breadth of product mix and depth of product mix with reference to a brand.	07
	(b)	Explain different ways by which brand can be revitalized. OR	07
Q.5	(a) (b)	Explain the advantages of global marketing programmes for a brand. Explain with examples the various information that we need to know about current and potential customers.	07 07
