Serial No.: _____ Enrollment No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–IV • EXAMINATION – SUMMER • 2015

Subject Code: 2840101 **Date: 05-05-2015**

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 the P &G matrix of strategies for managing a mature product. Give examples.	**07**
	(b)	***Select Brand as India*** and Explain various techniques to build brand equity through secondary leveraging associations for the same	**07**
Q.2	**(a)**	Select Amul Brand, identify all its brand elements and assess their ability to contribute to the brand equity	**07**
	(b)	What do Brands mean? Explain the roles a brand plays for the manufacturer and the consumer?	**07**
		OR	
	(b)	Explain Strategic brand Management process in detail.	**07**
Q.3	**(a)**	Explain Experiential Marketing and Personalization Marketing techniques for Tata Brand.	**07**
	(b)	Explain the Revitalization and Reinforcement Branding strategies.	**07**
		OR	
Q.3	**(a)**	What are the characteristics of growth phase in a product life cycle? What strategies are available to the marketers to sustain competitive advantage in the growth phase?	**07**
	(b)	What is points of parity and points of differentiation? Explain it for AIRTEL and VODAPHONE Brand.	**07**
Q.4	**(a)**	Explain Holistic methods of Brand equity.	**07**
	(b)	Explain any Two comparative methods to build brand equity	**07**
		OR	
Q.4	**(a)**	Explain Brand value chain along with various stages?	**07**
Q.4	**(b)**	Explain CBBE pyramid. What marketing programmes are required to build brand equity?	**07**
Q.5	**(a)**	Explain Global/Local/Glocal Positioning with appropriate examples also Explain Advantages and Disadvantages of Global Marketing Programs.	**07**
	(b)	Explain Brand extension strategies of Nestle Brand. Differentiate Line extension	**07**

brand extension for the same along with advantages and disadvantages.

OR

Q.5	**(a)**	Explain revitalization strategies and reinforcement strategies of Kellogs' brand. What steps are required to improve brand equity	**07**
	(b)	Explain Brand equity charter and Brand asset valuator.	**07**

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