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GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject Code: 840102 Date: 13-05-2015 **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 Discuss the role of product manager in the fast changing marketing 07 (a) environment of today. Discuss the concept of product life cycle (PLC). Explain various strategies **(b) 07** used in each stage of PLC. What are different questions which a product manager should ask to analyze **Q.2** (a) 07 current and potential customers? Define forecasting. Explain importance of forecasting. Also, explain any 3 **(b)** 07 methods of judgement based forecasting methods. **(b)** Discuss product focused and market focused organizations along with 07 advantages and disadvantages. **Q.3** Define brand. Explain various advantages of building a brand from 07 (a) organizational and customer perspective. **(b)** Define brand equity. List down the benefits of strong brand equity. Explain 07 brand resonance pyramid. OR 07 0.3 Discuss brand asset valuator model for measuring brand equity with examples. (a) Choose a brand that you feel is not appropriately positioned. List down the 07 **(b)** reasons for it. What strategy can you suggest to gain favourable positioning for this brand? Why does a brand need to go global? List any five reasons for going global. **Q.4** 07 (a) Discuss pros and cons of going global. **(b)** Define line extension and category extension. Discuss the reasons for extending 07 line and category. Give two examples for both. What is brand positioning? Explain different ways by which positioning can be **Q.4** 07 (a) done. Explain various key issues in branding. **07 (b) Q.5** With examples, explain how global brands implement the strategies of 07 (a) localization and standardization. Define sales promotion. Discuss various promotion tools with examples. 07 **(b)** OR Discuss any three ways in which an organization can build its brand image. Q.5 07 (a) Why do you think these ways are important? **(b)** What strategy would you recommend for managing a brand globally – local or **07** global? Why?
