

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IVth SEMESTER-EXAMINATION – MAY- 2012****Subject code: 840102****Date: 21/05/2012****Subject Name: Product and Brand Management (PBM)****Time: 10:30 am – 01:30 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 levels of market competition with suitable example. **07**
(b) Explain aggregate factors that are important indicators of attractiveness of product category. **07**

- Q.2** (a) Briefly explain new product development stages. **07**
(b) Explain elements of product strategy. **07**

OR

- (b) Discuss the concept of product life cycle (PLC). Comment on PLC as an aid to new product development planning strategies. **07**

- Q.3** (a) What is branding? Briefly explain branding challenges and opportunities. **07**
(b) Explain the sources of brand equity. **07**

OR

- Q.3** (a) Explain different tactics for brand elements. **07**
(b) Define and explain Points of parity and point of difference? **07**

- Q.4** (a) Briefly explain personalizing marketing concepts. **07**
(b) Explain co-branding. Also list down advantages and disadvantages of co-branding. **07**

OR

- Q.4** (a) Explain the value stages of brand value chain. **07**
(b) Explain quantitative research techniques for measuring sources of brand equity. **07**
- Q.5** (a) Explain Brand hierarchy levels and use of those levels in designing a branding strategy. **07**
(b) How cause marketing use to build brand equity. Also list down advantages of cause marketing. **07**

OR

- Q.5** (a) Explain brand extension classification. Also list down advantages and disadvantages of brand extension. **07**
(b) Briefly explain advantages and disadvantages of global marketing programs. **07**
