

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER (4) – EXAMINATION – SUMMER 2016**

**Subject Code: 2840101****Date: 24/10/2016****Subject Name: Product and Brand Management (PBM)****Time: 02:30 pm to 05:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

<b>Q. No.</b>	<b>Question Text and Option</b>	<b>6</b>
<b>Q.1 (a)</b>	<b>Objective Questions</b>	
1.	Careful brand management looks for to build product or services related to the _____. A. Target Audience      B. Cost C. Profit      D. all of answers are correct	
2.	Visual trade name that recognizes brand is _____. A. Logo      B. Customers C. Sounds      D. Slogan	
3.	Identification and observation of a brand is extremely influenced by its _____. A. Marketing      B. Loyalty C. Visual Presentation      D. A&B	
4.	The total number of items that the company carries within its product line refers to the _____ of the product mix. A. Width      B. Depth C. Length      D. Consistency	
5.	Lay's Potato Chips flavoured with KFC Masterpiece Barbeque Sause is an example of _____. A. Private Branding      B. Generic Branding C. Co-branding      D. Multi-Product Branding	
6.	The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the _____. A. Decline Stage      B. Introduction Stage C. Growth Stage      D. Maturity Stage	
<b>Q.1 (b)</b>	<b>Define the terms</b> a. Product b. Brand c. Brand Equity d. Product Positioning	<b>04</b>
<b>Q.1 (c)</b>	<b>Distinguish between brand creation and brand revitalization.</b>	<b>04</b>
<b>Q.2 (a)</b>	<b>Comment on the Management of Product Strategy over the Product Life Cycle.</b>	<b>07</b>

- (b) Brand is built in the minds of people. Do you agree? Explain this in context to “Asian Paints”. **07**

**OR**

- (b) Discuss Brand Building Process for Tata salt. **07**

- Q.3** (a) Examine the need for new product planning. **07**

- (b) A leading hair oil company plans to enter into the antiseptic skin cream business in competition with the market leader Boroline. Discuss the positioning strategies that the company can use. **07**

**OR**

- Q.3** (a) Elaborate New Product Development Process. **07**

- (b) A leading consumer durable company wants to extend its brand in the packaged food business. Analyse success of the Brand. **07**

- Q.4** (a) Define Innovation. What are the drivers of innovation, explain. **07**

- (b) Give a detailed account of branding in retail sector. **07**

**OR**

- Q.4** (a) Explain in details how Product Focused Organization is different from Market Focused Organization. **07**

- (b) Why products and brands fail? Give suitable justifications. **07**

- Q.5** Case Study: A Starbucks On Every Corner **14**

In 2008, Starbucks announced that they would be closing 600 US stores. Up to that point, Starbucks stores had added new offerings, including wi-fi and music for sale, but started to lose its warm "neighborhood store" feeling in favor of a chain store persona. Harvard Business Review points out that in this situation, "Starbucks is a mass brand attempting to command a premium price for an experience that is no longer special." Meaning, in order to keep up, Starbucks would either have to cut prices, or cut down on stores to restore its brand exclusivity. HBR's case study shares three problems with the growth of Starbucks: alienating early adopters, too broad of an appeal, and superficial growth through new stores and products. Harvard recommends that Starbucks should have stayed private, growing at a controlled pace to maintain its status as a premium brand.

Q. No. 1. What is your opinion of HBR recommendations to Starbucks?

Q. No. 2. What according to you should Starbucks do to maintain its status of premium brand?

**OR**

- Q.5** Case study: Overreaching Products, Suffering Sales **14**

You can't be everything to everyone, as Hickory Farms found out. A company that started out with holiday gift baskets including sausage, ham, and cheese at one point had an offering of 2,500 different products, sprawling the company and resulting in a loss of favor with customers. Recognizing this issue, Hickory Farms streamlined itself, slashing their number of products from 2,500 to 300 with more modern visuals, descriptions, and other features, including less packaging and

more recycled content. The company also overhauled their website, making it easier to shop online. All of this streamlining resulted in a price reduction of 13% that Hickory Farms was able to pass on to their customers. Brand strategist Jennifer Woodbery believes that this was a smart move, making the most of Hickory Farms' trusted name and image with an effective rebranding of offerings.

Q. No. 1. What is your opinion of rebranding of offerings?

Q. No. 2. What according to you could be the future challenges to Hickory Farms'?

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