

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 8 • EXAMINATION – WINTER - 2018

Subject Code: 4180508**Date: 22/11/2018****Subject Name: Product & Brand Management****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.

- Q.1** (a) "The product has to pass through various stages during its life" Discuss. **07**
 (b) What is Brand Equity? Discuss key elements of successful Brand. **07**
- Q.2** (a) Differentiate the POP and POD with suitable examples. **07**
 (b) What is Marketing Research? Discuss the process of Marketing Research. **07**
- OR**
- (b) What is Brand Extension? Discuss advantages and disadvantages of Brand Extension. **07**
- Q.3** (a) Patanjali is going to launch new product in Cosmetics Product category help Patanjali to develop new Product in context to new product development process. **07**
 (b) What is Branding? Discuss various branding strategies adopted by marketers. **07**
- OR**
- Q.3** (a) What are the various ways to measure the Brand Equity? **07**
 (b) Write a note on "Brand Value Chain" **07**
- Q.4** (a) Define "Positioning". Explain various strategies of brand positioning with example of each one. **07**
 (b) What is brand? Explain Consumer Base Brand equity (CBBE) model with appropriate diagram. **07**
- OR**
- Q.4** (a) Write a note on "BCG Matrix" with example. **07**
 (b) What is Brand Portfolio? Explain various types of Brand Portfolio in detail. **07**
- Q.5** (a) Write a note on Brand Audit. **07**
 (b) Products are different than Brand. Discuss. **07**
- OR**
- Q.5** (a) Discuss the revitalization strategies and reinforcement strategies of a brand. **07**
 (b) What is Global Marketing? How it is different than local marketing? **07**
