

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2014****Subject Code: 840102****Date: 26-05-2014****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) Identify the responsibilities of a product manager and how is the role of a product manager different from that of a marketing manager. **07**
- (b) Explain the desirable criteria for segmentation with examples. **07**
- Q.2** (a) Identify and describe the six aggregate market factors that impact market attractiveness. **07**
- (b) Explain the five major uses of market potential. Explain any one method of estimating market potential. **07**
- OR**
- (b) In the context of new product development, identify the various purposes of product testing. How is market test done for a new product? **07**
- Q.3** (a) Explain with examples the usage of brand elements to create brand equity. **07**
- (b) Explain the four steps of brand building using brand equity pyramid. **07**
- OR**
- Q.3** (a) Define brand positioning. Explain with examples Points of Parity (POPs) and Points of Differences (PODs) with respect to brand positioning. **07**
- (b) Explain four main steps of strategic brand management process with a diagram. **07**
- Q.4** (a) Explain usage of Integrated Marketing Communication (IMC) to build brand equity. **07**
- (b) Identify and explain the elements by which secondary brand knowledge can be created. **07**
- OR**
- Q.4** (a) Explain the different qualitative research techniques to measure sources of brand equity. **07**
- (b) Explain advantages of brand extensions with examples. **07**
- Q.5** (a) Define product mix. Explain the breadth of product mix and depth of product mix with reference to a brand. **07**
- (b) Explain different ways by which brand can be revitalized. **07**
- OR**
- Q.5** (a) Explain the advantages of global marketing programmes for a brand. **07**
- (b) Explain with examples the various information that we need to know about current and potential customers. **07**

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