

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-IV • EXAMINATION – WINTER 2014**

**Subject Code: 2840101**

**Date: 25-11-2014**

**Subject Name: Product and Brand Management (PBM)**

**Time: 10.30am - 13.30pm**

**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 various levels of product giving appropriate examples of each level. **07**  
 (b) Explain taking a brand of your choice, its Point of Parity and Point of Difference. **07**
- Q.2** (a) Explain the stages in the new product development with special emphasis on Concept Development and Testing Stage taking a new product of your choice. **07**  
 (b) Explain any two methods of Sales Forecasting. **07**
- OR**
- (b) Suggest appropriate marketing strategies for each stages of the product life cycle. **07**
- Q.3** (a) Discuss Strategic Brand Management Process. **07**  
 (b) Explain the criteria for choosing brand elements taking a particular brand's examples of your choice. **07**
- OR**
- Q.3** (a) Explain what are One-to-One Marketing, Permission Marketing and Experiential Marketing. **07**  
 (b) What is Co-Branding and what are the advantages and Disadvantages of Co-Branding? **07**
- Q.4** (a) Take a brand of your choice and explain the four steps of Customer Based Brand Equity. **07**  
 (b) Discuss various stages of Brand Value Chain. **07**
- OR**
- Q.4** (a) What is Brand Extension? What are the advantages and disadvantages of brand extensions? **07**  
 (b) What are the ways in which a brand can be revitalized? **07**
- Q.5** (a) Pick a brand marketed in more than one country. Assess the extent to which the brand is marketed on a standardized versus customized basis. **07**  
 (b) What are the various types of risks consumers perceive while buying and consuming a product? **07**
- OR**
- Q.5** (a) What are the advantages and disadvantages to the brand by going international? **07**  
 (b) Discuss various branding challenges and opportunities. **07**

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