

**Code: 17E00305**

MBA III Semester Supplementary Examinations October 2020

**PRODUCT & BRAND MANAGEMENT**

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: 05 X 10 = 50 Marks)

1 Distinguish between consumer products and industrial products. Explain various classification of industrial products.

**OR**

2 How the addition of guarantees, service, and credit can improve a “total product”. Cite a specific case where and how this has been done and explain.

3 Explain the role of new product development process in an organization.

**OR**

4 Discuss some important positioning strategies with examples.

5 Could there be a situation where a brand may have low state of awareness but high brand value? If so, identify and analyze such brands and the reasons for the same.

**OR**

6 Discuss the role of Indian Standards Institute (I.S.I) in maintaining standards for products in India.

7 Describe the concept of brand equity and its techniques and measurement used in brand equity?

**OR**

8 Explain the different types of brand extension with suitable examples from service industry.

9 “Brand image is very important to customers”. Apply this statement to retail sector and justify.

**OR**

10 Develop innovative methods for branding in service sector.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Theme park: A theme park based at Mumbai proposes to come out with a programme to attract the attention of school children. The programme involves a package of games, drama and dance competitions. The winner would be given high value prizes.

**Questions:**

- (a) How would you go about marketing this programme?
- (b) Will this programme any way help to improve the image of the theme park? How?
- (c) How do you formulate strategies to create a strong brand positioning of theme park?

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MBA III Semester Regular & Supplementary Examinations November/December 2019

**PRODUCT & BRAND MANAGEMENT**

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: 05 X 10 = 50 Marks)

- 1 What are the advantages and disadvantages of an industrial marketers' decision to produce some of its own goods rather than buying them from vendors?  
**OR**
- 2 What is width, depth and consistency in the product mix? Indicate the reason why manufacturers consider it necessary to change their product mix time to time.
- 3 Distinguish between product positioning and product differentiation. Explain how differentiation and positioning influence product related decision making.  
**OR**
- 4 Explain the stages in the new product development process.
- 5 Study the brand power of four major brands in your area and evolve a marketing strategy to enhance their power.  
**OR**
- 6 Discuss the different approaches to brand valuation.
- 7 Discuss the models in brand equity.  
**OR**
- 8 Identify a failure product in any industry and critically evaluate the reason for the market failure.
- 9 "Brand image is very important to customers". Apply this statement to service sector and justify.  
**OR**
- 10 Develop innovative methods for branding in banking and insurance sector.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

**11 Case Study:**

Picture tubes logistics: One firm making TV picture tubes had to send the tubes all round the country from a centre in west India. The normal mode was by trucks carrying the goods for long haulage of a few thousand kilometers. With bad roads, battered trucks, inevitably 10% of the cargo was damaged in transit due to accidents, or transshipments. TV picture tubes being fragile were easily damaged. While insurance firms were reimbursing for the physical loss of the product, the loss of production of TV sets could not be compensated.

The answer was found by calling railway authorities. They suggested use of container service, which also provided door to door service. The containers would come to the factory on special trucks, get loaded and then they would go on the trucks to the railway yard to get connected to a goods train meant for the destination needed. In one stroke, the problem of damage to goods was solved. Additional benefit came by way of less expense on packing as the containers were of the right size fit in the required number of tubes with no extra space for the tubes to have any moving space. Besides, it also brought in saving in transport costs and with the same money, the customers could buy more tubes.

**Question:** Look around to find out other transport methods and see if they can be profitably used by the firm.

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MBA III Semester Supplementary Examinations May 2019  
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Max. Marks: 60

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**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks)

- 1 Differentiate between consumer goods and industrial goods.  
**OR**
- 2 Define product. Explain the different types of strategies of a product.  
**OR**
- 3 Explain in detail about product packaging management.  
**OR**
- 4 Discuss different types of strategies of a product positioning.  
**OR**
- 5 Brand revitalization does not always leads to success. Comment on this statement.  
**OR**
- 6 What do you mean by branding? Explain its importance.  
**OR**
- 7 Explain the various steps involved in brand building.  
**OR**
- 8 What is brand value? Explain with the help of example. Does brand value can be measured?  
**OR**
- 9 What is service sector? Explain some brands in service sector.  
**OR**
- 10 Explain branding in retail sector with suitable examples.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Ravi is the store manager of a retail chain 24 by 7 private limited. The company is a convenience store which has been launched by a private entrepreneur in the petrol pumps of BPCL. These are a chain of 30 retail stores which have been launched in petrol pumps which have high customer football and which are located in cities. The plan is to cater to the high customer football in petrol pumps and increase the non fuel revenues of petrol pumps.

The problem that the chain is facing is the high shrinkage in the stores. Against a national average of 3 to 5% the retail stores have a ratio of more than 10%. Some stores like the one Ravi manages a shrinkage ratio of more than 15%.

This has been also due to the faulty investment in technology by the retail chain. The stores are still stand alone and the security systems are still not fully initiated.

Ravi has been told to bring his store shrinkage down to 8% and then 5% in a 3 month and 6 month plan.

**Questions:**

- (a) What are the steps Ravi needs to do to overcome the problem?
- (b) Comment how technology can help in controlling operations.

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MBA III Semester Regular Examinations November/December 2018

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**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks))

- 1 Explain the responsibility of product manager.  
**OR**
- 2 Differentiate Product Line and Product Mix in detail.
- 3 Define product and explain various stages in new product development.  
**OR**
- 4 While developing product strategy how you will do customer analysis and competitor analysis.
- 5 Write short notes on the following:  
(a) Brand valuation methods.  
(b) Brand revitalization.  
**OR**
- 6 What is brand? Explain types and advantages of branding.
- 7 What is a brand extension? Give its advantages and disadvantages.  
**OR**
- 8 What steps you will take to create brand value for your product? What is brand attributes and give features of strong brand.
- 9 Explain branding in industrial sector with suitable examples.  
**OR**
- 10 Discuss branding in Banking and Insurance sector with suitable examples.

**PART – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

A famous cigarette manufacturing company is sponsoring an international cricket match. There is massive advertisement of its products in various media, including television watched by millions of general public. Their branded product through advertisement is likely to gain attention of the public and influence them to become their customers.

In the light of the above, answer the following questions:

- (a) To what extent the cigarette manufacturing company can discharge its social responsibility towards its customer's safety and protection?
- (b) When it advertises in mass appealing media, it may influence the young minds to consume the product, Is it not injurious to the society?

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