



(SF)

**III Semester M.B.A. Examination, August 2011**  
**Elective – 1 (Marketing)**  
**PRODUCT AND BRAND MANAGEMENT**

Time : 3 Hours

Max. Marks : 75

- Instructions:** ➤ Question paper is divided into **three** Groups.  
➤ **Each** Group is of **25** marks.  
➤ Figure to the **right** in **bracket** indicates **mark**.  
➤ **Assume** suitable data **if necessary**.

GROUP – A

Answer **any three** questions. (Question No. **1** is **compulsory**)

1. Brand is much more than a product. Explain. (05)
2. What are the advantages and disadvantages of product focused organization and market focused organization ? (10)
3. Why brand positioning and brand building is necessary ? Illustrate your answer with suitable example. (10)
4. What is product development and changes affecting product management ? (10)
5. 'Customer and competitor analysis are two major drivers for product decision'. Comment. (10)

GROUP – B

Answer **any three** questions. (Question No. **6** is **compulsory**)

6. Discuss the roles and responsibility of Product Manager. (05)
7. What is category management ? Discuss its significance. (10)
8. Explain the concept of 'Brand Equity'. Discuss various techniques of calculating Brand Equity. (10)
9. Define products mix. What are different variants that are used to define a product mix a company ? (10)
10. Explain in detail market planning process. (10)

P.T.O.



## GROUP – C

All questions are **compulsory**.

11. Fill in the blanks. (**Each** question carries **2** marks)

- i) \_\_\_\_\_ organization structure defines marketing authority by market segment such as industry, channel, region, customer size, etc.
- ii) A process that considers product categories to be business units that should be customized on a store-to-store basis in a way that satisfies customer need is known as \_\_\_\_\_
- iii) \_\_\_\_\_ goods will be deteriorate quickly even without use.
- iv) Products that have a quick self turn over, at relatively low cost and don't require lot of thought, time and financial investment to purchase are popularly known as \_\_\_\_\_
- v) A \_\_\_\_\_ is written document that details the actions necessity to achieve a specified marketing objectives.

12. Multiple choice question. (**Each** question carries **2** marks)

- i) A family brand strategy is also called a(n) \_\_\_\_\_ strategy.
  - a) Aggregated branding
  - b) Mass customized
  - c) Umbrella brand
  - d) Compound branding
  - e) Brand synergy
- ii) A company makes several different kinds of shampoo, but it did not have a dandruff shampoo designed specially for women until it added Pro-Women antidandruff shampoo. This is an example of product extension through a(n) \_\_\_\_\_
  - a) Product line contraction
  - b) Downward line stretch
  - c) Value stretch
  - d) Upward line stretch
  - e) Filling-out strategy



- iii) A firm's \_\_\_\_\_ is the entire range of products the company offers for sale.
  - a) Promotional mix
  - b) Product mix
  - c) Positioning strategy
  - d) Branding strategy
  - e) Product line
- iv) The \_\_\_\_\_ is the actual product such as a refrigerator plus delivery, installation, financing and warranty.
  - a) Potential product
  - b) Generic product
  - c) Actual product
  - d) Value network
  - e) Augmented product
- v) \_\_\_\_\_ are typically lower in social class than other adopter categories and are bound by tradition.
  - a) Impulse buyers
  - b) Late majority
  - c) Laggards
  - d) Early majority
  - e) Early adopters

13. **True or false.** (Each question carries 1 mark)

- i) The sales and profits of an individual product or brand follow the same life-cycle pattern as a product idea within a particular product market.
- ii) Test marketing is an inexpensive way of predict whether a new product will be a success.
- iii) Nondurable goods are more likely to be purchased under conditions of high involvement than durable goods.
- iv) Heinz and Jack Daniels worked together to produce Jack Daniels grilling sauce. This is an example of co-branding.
- v) A buttery spread designed to help lower cholesterol levels is a product with a number of new competitors entering the market. This product is most likely in the introduction stage of its product life cycle.