

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER- IV EXAMINATION – WINTER 2019****Subject Code: 2840101****Date: 30-11-2019****Subject Name: Product and Brand Management****Time: 2.30 PM to 5.30 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) Objective Questions**06**

1. _____ presumes consumers are aware of what they are looking for.
a) Permission marketing
b) Integration marketing
c) Internal marketing
d) None of the above
2. _____ is the way the consumers perceive the company or its product.
a) Image b) Identity c) Presence d) Awareness
3. _____ can be explained as how easily and how often customers think of brand under several consumption or purchase situations.
a) Brand performance
b) Brand salience
c) Brand Judgments
d) Brand Imagery
4. During the growth stage the firm
a) Enters into new market segment
b) Increases the distribution market segment
c) Improves product quality
d) All of the Above
5. When managers try to increase demand by focusing on features, quality and style, it is
a) Market modification
b) Product modification
c) Marketing program modification
d) None of the above
6. When marketers launch a stream of new products and ensures to precede them with preannouncements, it is
a) Position defense
b) Flank defense
c) Preemptive defense
d) Counteroffensive defense

Q.1 (b) Define the terms**04**

- 1) Brand Revitalization
- 2) Brand Positioning
- 3) Brand Mantra
- 4) Brand Elements



- Q.1 (c) Distinguish between brand creation and brand revitalization. **04**
- Q.2 (a) Choose a brand having its origin in India. Explain how it can be accessed on the basis of Customer Based Brand Equity (CBBE) model. **07**
- (b) How to manage the Mature Product in market? **07**
- OR**
- (b) Select a brand and identify all its brand elements that contribute towards development of its brand equity. Explain the role of each element towards development of brand equity of that brand. **07**
- Q.3 (a) Pick a product or service category basically dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? What are the main points of parity and points of difference?. **07**
- (b) What is ingredient branding? What are the advantages and disadvantages of ingredient branding? **07**
- OR**
- Q.3 (a) Explain comparative and Holistic Method of measuring outcomes of Brand Equity. **07**
- (b) Describe about the scope & importance of new product. Explain 6 categories of new product. **07**
- Q.4 (a) How to assess the New Competition Across Different Product Categories? **07**
- (b) What is the rationale of celebrity endorsement for a brand? What are the potential problems with celebrity endorsements? **07**
- OR**
- Q.4 (a) Identify a fading brand. What suggestions can you offer to revitalize its brand equity? **07**
- (b) What are the various types of risks consumers perceive while buying and consuming a product? **07**
- Q.5 (a) **Hindustan Unilever Limited (HUL)** **14**
- Compared to other companies in India, HUL has one of the most complex product and brand portfolio. And this illustrates the concept of "house of brands." The company's major business focus has been classified into food, home care, personal care, water, nutrition, health and hygiene and beauty. Under each category there are category brands under which there are product brands and in some categories individual brands. The role of category brands and individual product brands are captured through various elements of brand execution, including the graphical representation of various brands. Knorr represents HUL'S soup and taste-maker category with a sub classification of products into the Classic range (Thick Tomato, Mixed Vegetables, Chicken Delite and Tomato Twisty Pasta), The Chinese range (Sweet corn Vegetables, Sweet corn chicken and Hot n Sour) and the Indian range (Tomato Makhni and Corn Mast Masala). In addition, Knorr has two ranges of ready to cook meal maker products and recently introduced Soupy Noodle range, which combine soup and noodles.
- The tea business of HUL has two major brands – Brooke Bond and Lipton. Under Brooke bond there are brands such as red label, Clear Green Tea and Darjiling Tea. Annapurna represents HUL in the family or functional foods. Iodized salt, low sodium salt, Crystal salt, regular atta and multigrain atta marked under this brand. A variety of breads is marked under the Modern brand. In the home care individual brands representing specific properties and

Some of the major brands in company's hygiene and beauty category include Axe, Clear, Clinic Plus, Sunsilk, Dove, Fair and Lovely, Lux, Lifebuoy, Pears, Hamam, Rexona, Liril 2000, Pond's, Vaseline, Close-up and Pepsodent. Purit represents its presence in the rapidly growing domestic water purification market. The complexity of the portfolio can further be discerned by looking into the varieties of stock-keeping units under each category, subcategory, brand and its variants.

1 Design Brand portfolio for HUL

2 Explain brand Hierarchy used by HUL

OR

Q.5 (a) BIC Perfumes

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Bic the French company societe Bic, by emphasizing inexpensive, disposable products, was able to create market for nonrefillable ballpoints pens in the late 1950s, disposable cigarette lighters in the early 1970s and disposable razors in the early 1980s. It unsuccessfully tried the same strategy in marketing BIC perfumes in the United States and Europe in 1989. The perfumes- two for women (Nuit and Jour) and two for Men (BIC for Men and BIC Sport for Men) were packaged in quarter-ounce class spray bottles that looked like fat cigarette lighters and sold for \$ 5 each. The products were displayed on racks at checkout counters throughout Bic's extensive distribution channels. At the time, a Bic spokeswoman described the new products and extension of the Bic heritage- "high quality at affordable prices, convenient to purchase and convenient to use. The brand extension was launched with \$ 20 million advertising and promotion campaign containing images of stylish people enjoying themselves with the perfume and using the tagline "Paris in your Pocket." Bic was unable to overcome its lack of cachet and negative image associations and the extension was a failure.

1. What is your opinion for brand extension of BIC. Explain various Advantages and disadvantages of brand extension.
2. What according to you could be challenges for BIC.
