

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – WINTER 2018

Subject Code: 2840101**Date: 06/12/2018****Subject Name: PRODUCT AND BRAND MANAGEMENT****Time: 02:30 PM To 05:30 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) Multiple Choice Questions:

[6 marks]

1) When companies search for new ways to satisfy customers and distinguish their offering from others, they look at the _____ product, which encompasses all the possible augmentations and transformations of the product.

A) Consumption B) Expected C) Potential D) Augmented

2)) During which of the following stages in new product development decision making do managers analyze if they can find a good thought consumers say they would try?

A) Idea Generation B) Idea Screening
C) Business Analysis D) Concept Development and Testing

3) Which strategy is implies to be one designed to inject new life into a mature product?

A) Take-off Strategy B) Defensive Strategy
C) A Recycling Strategy D) A Stretching & Harvesting Strategy

4) The three criteria that determine whether a brand association can truly function as a point-of-difference are _____.

A) Comparability, Authenticity, Deliverability
B) Desirability, Peculiarity, Deliverability
C) Deviance, Peculiarity, Deformity
D) Desirability, Deliverability, Differentiability

5) When a consumer expresses thoughts, feelings, images, experiences, and beliefs associated with the brand, the consumer is expressing _____.

A) Brand Knowledge B) Self-Serving Bias
C) Cognitive Dissonance D) Brand Identity

6) High levels of brand _____, or the extent to which consumers feel they are "in sync" with the Fox News brand and engagement in Fox News programs, often leads to greater recall of the ads Fox News runs.

A) Salience B) Resonance C) Judgments D) Imagery

- 1) Private Labels
- 2) Line Stretching
- 3) CBBE
- 4) Brand Alliance

Q.1 (C) Explain the concepts of product-mix width, length, depth, and consistency.

[4 marks]

Q.2 (A) Identify Porter's 'Five Forces' and show how they govern competition in an industry.

[7 marks]

Q.2 (B) As the marketing manager for your firm, you have been approached by your key component manufacturer suggesting that your two firms "ingredient brand" a new item. What are some of the requirements for succeeding in ingredient branding?

[7 marks]

OR

Q.2 (B) What is latent demand? Discuss the three broad factors which may influence the demand of product.

[7 marks]

Q.3 (A) What are the four 'traditional' stages in the PLC? What other stages are suggested by Micheal Baker? Also explain the characteristics and strategies of various stages.

[7 marks]

Q.3 (B) You the marketing manager of 'Nike'. Your brand has evolved and expanded across categories and you want to craft a brand mantra. How will you do it and why?

[7 Marks]

OR

Q.3 (A) Explain the Boston box and its role in designing the balanced portfolio at different stages of product.

[7 marks]

Q.3 (B) Abacus Ltd. needs proper internal structures and procedures to capitalize on the usefulness of the brand equity concept. You being the marketer is asked to establish a brand equity management system. How will you do it?

[7 marks]

Q.4 (A) Mr. Amrendra Singh is the head of R&D dept. of Astral Pipes Ltd. Recently they developed new range of coated pipes and now they are into the stage of commercialization. They want to launch their new product in the market. You need to help Mr. Amrendra Singh by explaining basic factors affecting selection of launch strategy.

[7 marks]

Q.4 (B) Explain brand hierarchies as a mean of firms branding strategy by giving appropriate example.

[7 marks]

OR

Q.4 (A) Why should any company or firm think about brand extension?

[7 marks]

Q.4 (B) Discuss the factors which may lead to declining profit margins for mature products.

[7 marks]

Q.5 (A) Do you think a brand like Xerox will be able to transform its product meaning? What are the arguments for or against?

[7 marks]

Answer may vary.

Q.5 (B) Snuggle Group launched a fabric softener product in Germany as an economy brand. You have to design a plan to build global brand marketing program for the same. What would be the different stages of this program? [7 marks]

OR

Q.5. Case Study: The Ad-making for Allen Solly

[14 marks]

Allen Solly, one of the top names in men's formal wear, has a very clear-cut message for its target audience – 'dress differently'. Allen Solly ad campaigns are equally distributed in print as well as electronic media. The print media has sold as new as brand of relaxed office formal wear. The model of the ad is chosen to project cool, collected and aimed in life. A person with a style of his own. Someone who defies the age-old tradition of dressing in stereotyped corporate conformity.

The next step of Allen Solly was to propagate the same message through television ad. O&M was hired for this message to be telecast – "What you wear is what you believe – be a non-conformist." If you do so, you will not only be appreciated but will be followed by others. The visual effect was created accordingly. The railway station bears a grey dull look, yet sophisticated (representing the mechanically working corporate world). The train stops, the doors open and suddenly the hero in flashy yellow shirt with a maroon tie walks towards the train. He walks with his coat flung on the shoulder. The compartment door opens, compartment filled with somber faces dressed in monochromatic colour. As the hero sits people crane out their neck to get a glimpse of the man, as the hero crosses his legs, everyone else does so the message – Allen Solly man is copied by everyone. Every action of man is copied. Next shot (presumably) the next day the hero is again dressed in red shirt and yellow tie enters (cool as usual), the compartment is filled with same people, but, all in yellow shirt and maroon tie. The message is complete; make people follow you in the matter of dressing.

The ad, which has become a great success, was shot in an old British styled railway station in Sydney. It was of about 50 seconds nearly 75 shots were shown, bringing in high pace in the film along with fleeting images in the background. Most part of the ad is shot on "shallow depth of field" as against wide angle view, which brings blurred view leaving to viewer's imagination. Along with this the greenish tinge in the film bringing in a futuristic appeal. All these were done with one idea to be put across be bold but, relaxed, you become leader. The ad has been successful in passing on the message.

Questions:

Q.1) Describe the 'appeal' of the Allen Solly ad. Is it a rational approach or emotional approach?

Q.2) What effect do you think the 'background effect' in the ad communicates to the viewers?
