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Total No. of Pages : 03

Total No. of Questions : 09

MBA (Executive) (Sem.-4)
PRODUCT & BRAND MANAGEMENT

Subject Code : MBX-915

M.Code : 74422

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **TEN** questions carrying **TWO** marks each and students has to attempt any **EIGHT** questions.
2. **SECTIONS-B** consists of **SEVEN** questions each carrying **SEVEN** marks each and student has to attempt any **FIVE** questions.
3. **SECTION-C** is consist of **ONE** Case Study carrying **NINE** marks.

SECTION-A**1. Answer briefly :**

- a) What is a product? Classify products based on various criteria.
- b) Differentiate between Blind and Identified tests.
- c) Discuss in brief the role of brands.
- d) What is brand perception and how it is evaluated?
- e) Why do brand extensions fail?
- f) Define the term 'Product Promotion'.
- g) Why brand repositioning is needed? Explain with an example.
- h) Explain the dimensions of new product success.
- i) Is brand loyalty more than simple repurchasing?
- j) Give a brief note on 'tests for industrial goods'.

SECTION-B

- 2) Discuss the concept of product life cycle (PLC). Comment on PLC as an aid to new product development planning strategies.
- 3) *“Concept testing and product testing both play an important role in the new product innovation process”*. Do you agree with this statement? Comment.
- 4) Write detailed notes on :
 - a) Forecasting and building inventory
 - b) Price pressures and market share
- 5) *“Creating and maintaining awareness of products and services is one of the biggest challenges that small businesses must overcome to achieve success”*. Elaborate by discussing the concept of brand awareness and how it impacts the brand.
- 6) Write a detailed note on *“Creating value through brand associations”*.
- 7) Explain the different types of brand extension strategies used by brand managers. Also discuss the advantages of brand extension with suitable examples of Indian brands.
- 8) *“Reviving a brand is not just feasible; it may very well be a more attractive strategy than launching a new brand”*. Comment and discuss the various measures used for reviving a brand.

SECTION-C

- 9) Read the case study and answer the following questions :

Mother Dairy Fruits & Vegetables, a company with a billion-dollar (Rs 4,200-crore) turnover, has been a well-established player in NCR. known for products the firm has been largest seller of milk in NCR. with 65% of the revenue being contributed by milk. Amul entered Delhi market five years back and in 2011 with in a span on 4years it defeated mother dairy in terms of market share. Amul procures fresh milk and packages it. Mother dairy adds powder milk in its products to the tune of 40%. This spoil the taste of the product. Also, Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country. Their capacity to develop products and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years.

Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy. They plan to increase their capacity and also expand procurement of the milk. One of the reasons why consumer shifted to Amul has been difference in the taste of the milk. Amul milk is fresh whereas a portion of Mother Dairy milk is reconstituted. Mother Dairy sells through its own outlets and home delivery is not possible whereas Amul used channel and home delivery of the milk is possible. Mother Dairy milk price has been less than the price of Amul milk, still a huge number of Mother Dairy loyalists moved to Amul. Now Mother Dairy is restructuring its strategy and systems to combat Amul.

Questions :

- a. What would you suggest to Mother Dairy for its revitalization plan?
- b. Develop brand identity model for Mother Dairy after collecting additional information for the brand.

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NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.