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MBA III Semester Supplementary Examinations May 2019

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2017 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 Differentiate between consumer goods and industrial goods.

OR

2 Define product. Explain the different types of strategies of a product.

3 Explain in detail about product packaging management.

OR

4 Discuss different types of strategies of a product positioning.

5 Brand revitalization does not always leads to success. Comment on this statement.

OR

6 What do you mean by branding? Explain its importance.

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?

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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