

MBA III Semester Supplementary Examinations November/December 2018

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

PART – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 What is product? Explain in detail about the product lines and product mix.

OR

- 2 Explain in detail about the various types of consumer products.

- 3 What do you understand about Branding? Explain in detail about the benefits of Branding.

OR

- 4 Elaborate the sources of brand identity and explain in detail about the differences between brand identity and brand image.

- 5 What is brand equity? Explain with examples how brand equity is build through different brand management methods.

OR

- 6 Discuss different types of brand extension and explain the factors influencing decision for extension.

- 7 What is brand positioning? What follies marketers must avoid while positioning their brands?

OR

- 8 Explain in detail about the Brand assessment through research.

- 9 Discuss about the branding strategies of Indian retail sectors.

OR

- 10 Explain the sources of opportunities for global brand and list out the global issues of branding.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study:

Emami's Navratna brand of cooling oil was launched in 1991. The company took the old "cooling oil" product and gave it a modern day reason for being "Stress Buster". There were no organized players in this segment and Navratna oil was first to brand and mass market cooling oil and to create an unmatched presence.

The mid-1990s saw actors Govinda and Rambha endorse the brand through "Thanda-Thanda, Cool-Cool" commercials, which got fairly high media inputs. However, in 2004, Emami executives decided to lend stature and salience to the brand and roped in superstar Aamir Bachchan in the hope that he would break geographical barriers for them and appeal to the classes and masses. Thus, followed a commercial that had Bachchan talking into the camera about how the "cool" oil helped him counter stress and headaches in his days of struggle.

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The company has continued to use celebrities to build the cooling oil franchise and has met with tremendous success. Apart from clutter-breaking communication on the ground with apt use of celebrities, the company has been engaged in a lot of breakthrough marketing initiatives on brand Navratnaa. One such initiative was the introduction of Navratnaa Oil in sachets, which has not only been a trial and volume generator but also a growth engine for the brand. What was a neglected product category was pulled out of the woodworks and given a modern stature and size through Emami's marketing efforts. Not only has the brand Navratna become the undisputed leader of the cooling oil market in North India, but the brand has also managed to break into a non-traditional market such as Andhra Pradesh through its high power advertising. The brand Navratna almost helped revitalized and created Rs. 550 crore cooling oil market. Quite rightfully the brand dominates this category, which was left for dead just 15 years ago.

Analyze the brand building efforts of Emami for Navratna brand of cooling oil and suggest other innovative methods for building cooling oil brands in Indian market

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