

MBA III Semester Regular & Supplementary Examinations November/December 2016

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

PART – A

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

- 1 What is meant by universal product codes? What are its benefits in organizations?
OR
- 2 Explain terms: (a) Product line. (b) Product mix.
- 3 How brand creates value for company and customer? Explain.
OR
- 4 "A strong brand can give you the competitive edge to the organization" Comment on this statement.
- 5 What do you mean by brand personality? Explain by taking Indian example.
OR
- 6 What is meant by umbrella branding? What is its importance in present organizations?
- 7 What is meant by brand performance? What are various steps in brand assessment through research?
OR
- 8 Define: (a) Brand identity. (b) Brand positioning. (c) Brand image.
- 9 What are various steps to be followed while branding for service sector?
OR
- 10 Bring out the differences between branding in consumer sector and industrial sector and its impact on buying behavior.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 Case study:
Volvo case
Volvo adopted a new design approach in the 1990's. This update of the brand's product design, called "Revolvolution", provided a remarkable boost to brand perception. The influence of revolution has been truly visible in the design of the recent Volvo models that incorporate consistent, easily recognizable, design features. But more than just focusing on a few details of the car, revolution has concerned a considerable shift in thinking towards a more distinctive Volvo identity. The new Volvo design approach has a strong strategic basis. On the one hand, the new design language marked a revolutionary shift in the Volvo design history from the era of "boxy" design emphasizing functionality-that had become a trademark of the brand-to an approach stressing dynamical and emotional characteristics. On the other hand, and most importantly, the new approach is still grounded on the prevailing Volvo core identity attributes, safety and Scandinavian values that have a long history and form a major part of the perception of Volvo brand. The new approach is yet another evolutionary phase in the Volvo design history.
The design elements not only include physical references to certain historical Volvo models. The new design approach seems to preserve the brand heritage well and thus strongly maintain brand recognition. The corner stone of the brand, safety has still been kept as the main point of focus. The key concept of Volvo design, "emotion with safety", is communicated through various design features and characteristics. Consistently used and strategy-driven design has strengthened the position of Volvo as one of the most distinctive brands in the automotive industry.
Questions:
(a) What are the factors that are considered by Volvo while adopting a new design approach in 1990's?
(b) How does an emotional touch of consumer with the product will affect design and redesign of a product?