

Code: 14E00305

MBA III Semester Regular Examinations January 2016

**PRODUCT & BRAND MANAGEMENT**

(For students admitted in 2014 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 List out five points to elaborate the importance of new products for a business.  
**OR**
- 2 Describe the characteristics of a product. Can services also be brought under the product umbrella?
- 3 Describe the benefits of branding for an organization. Give relevant examples.  
**OR**
- 4 Why is brand identity important for an organization? How does a firm build this identity?
- 5 Explain the process of revitalizing a sagging brand. Give two examples.  
**OR**
- 6 Why is brand loyalty critical for a business? Explain how a firm can build this loyalty among customers.
- 7 Explain the steps involved in assessing the brand identity of a firm. When is it essential to assess the identity?  
**OR**
- 8 Why should brands be positioned? What are the steps involved in positioning a brand in the market place? Give two examples for good brand positioning.
- 9 Explain the problems involved in managing brands in the industrial sector.  
**OR**
- 10 Explain the problems involved in managing brands in the service sector.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

**11 Case study:**

Gujarat cooperative milk marketing federation, wanted to launch their butter as a branded product. So after a lot of deliberation they created the brand Amul with a prominent company. Among all the cooperative federations in India, this was the only federation to create a brand name and market their products across India. As a part of this branding effort they created the Amul girl series of advertisements with captured the latest current events and punch lines as huge cutout posters in prominent places in each city. This led to a large percentage of the population seeing these advertisements on a regular basis and resulted in creating a recall in the minds of the customers. It was so well established that even when the original promoters of the brand decided to part ways with the federation, the brand sold well due to its exceptional image in the minds of the consumers.

- (a) Explain the possible reasons why Brand Amul became the success it is today.
- (b) Explain the principles of brand building and brand image creation that you feel Amul followed.