

Code: 14E00305

MBA III Semester Supplementary Examinations July 2016

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What are the different types of consumer products? Give examples for each product type.
OR
- 2 Explain the need for product lines and mixes. How are lines and mixes decided?
- 3 Describe the steps involved in branding a product or service. Trace the branding effort of any one product of your choice.
OR
- 4 What are the images a firm can take to build up its brand image? Mention a few outcomes of having a negative brand image in the market place.
- 5 Why are brands extended? Describe two examples of brands being extended in the market place.
OR
- 6 How is brand hierarchy designed? Why is it essential? Give an example of brand hierarchy being used in the market place.
- 7 Why do brands need periodic assessment? What are the variables involved in assessing brands? How do you go about assessing a brand?
OR
- 8 How will you measure brand image of a product? List out the steps you will follow.
- 9 List out the features of branding in the customer sector with two examples of your choice.
OR
- 10 List out the features of branding in the retail sector with two examples of your choice.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

- 11 **Case study:**
Branding sports persons started with worldtel, capturing a famous cricketing personality. Till this time, cricketers used to appear for advertisements, more on individual contact and not as part of a brand management effort of any sort. This was the first time that an organization offered to manage a sports personality over a five year term. The efforts of the brand management would involve types of endorsements. Time schedule management, etc For the first time top cricket players started talking in terms of seven figure endorsement incomes over a longer time frame. Most of the top sports celebrities are being managed by such brand managing firms.
 - (a) List out the steps the firm can take to create and manage a good brand image for the personalities involved.
 - (b) How do you think such brand should be assessed? How often should it be undertaken?