

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2014 to 2017) (Sem.-3)
PRODUCT AND BRAND MANAGEMENT
Subject Code : MBA-903
Paper ID : [C1198]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

- 1 Product mapping.
- 2 Control systems for product management.
- 3 Discuss product mix.
- 4 How marketing programs impact brand equity?
- 5 Experiential brands.
- 6 What do you understand by repositioning?

SECTION-B

UNIT-I

- 7 Explain strategies to be followed by an organization at different stages of Product portfolio planning.
- 8 What do you understand by product management? What challenges product manager face?

UNIT-II

- 9 Write a detailed note on estimating marketing opportunity and demand forecasting.
- 10 Elaborate the process of national launch of products giving examples from India.

UNIT-III

- 11 Write a detailed note on '*brand personality*'. Why brand image dimensions matter?
- 12 What is the significance of branding in marketing? How do we measure different components of brand equity?

UNIT-IV

- 13 What are the key differentiation strategies for brand positioning?
- 14 Discuss the 3C's of positioning.

SECTION-C**15 Case Study :**

Patanjali Ayurved Limited is an Indian FMCG company. Manufacturing units and headquarters are located in the industrial area of Haridwar while the registered office is located at Delhi. The company manufactures mineral and herbal products. It has also manufacturing units in Nepal under the trademark Nepal Gramudhyog and imports majority of herbs in India from Himalayas of Nepal. According to CLSA and HSBC, Patanjali is the fastest growing FMCG Company in India. It is valued at Rs.3,000 crore (US\$450 million) and some predict revenues of Rs.5,000 crore (US\$740 million) for the fiscal 2015-16 Patanjali has made a unique approach marketing by building a community before product launch. Patanjali was always bound to meet new competition in the market. A good start might not have been enough for them. Though Patanjali made a good start, without establishing themselves with a unique positioning, they would not have been able to ever competed against brands from P&G and Hindustan Unilever.

Question :

Q: If you were to suggest brand ambassador to Patanjali, other than Baba Ramdev. Who would you choose? Give your reason based on theory of brand image and brand personality