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Total No. of Questions: 15

MBA (2015 to 2017) (Sem.-3)

PRODUCT AND BRAND MANAGEMENT

Subject Code: MBA-903 M.Code: 70741

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. SECTION-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

Write short notes on:

- 1. Product manager's job
- 2. Product portfolio planning
- 3. Discuss product mix
- 4. How celebrity endorsements impact brand identity?
- 5. Experiential brands
- 6. What do you understand by extension?

SECTION-B

UNIT-I

- 7. Explain strategies to be followed by an organization at different stages of designing control systems for product management.
- 8. What do you understand by product management? What challenges product manager face?

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UNIT-II

- 9. Write a note on estimating marketing opportunity and demand forecasting with special reference to test marketing.
- 10. List and explain the steps in process of product planning and development.

UNIT-III

- 11. Write a detailed note on brand equity. Discuss Aaker model of brand equity.
- 12. "People have more faith in brands rather than products." Critically analyse the statement with role and importance of branding.

UNIT-IV

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

SECTION-C

15. Case study:

In 2003, Kingfisher Airlines Limited was founded by Vijay Malllya as a premium and world-class airline group. The airline was based in Bangalore India and had more than 400 flights per day (Domestic & International). It used to be the most admired name in Asia-Pacific region. On its peak time, it was the 2nd largest airline, in terms of carrying the number of passengers. The quality and comfortable service attracted many passengers in the initial years. And, then the Kingfisher acquired Air Deccan in 2007. In just 3 years after touching the skies, the first international Bengaluru-London flight in 2008 was launched. They promoted the brand through all media channels like Radio, Television, Print, Multiplexes, Malls and in their In-flight magazines too. In just 2 years, the airlines achieved the aviation market share of 10%. During 2007, they had the most aggressive expansion plans of all Indian carriers. In June 2007, their influence in the market was increased with the acquisition of 26% shareholding of Air Deccan Airlines. During February 2009, more than 900,000 passengers flew with Kingfisher giving it the highest marketing share in India.

Even though kingfisher failed due to financial mismanagement, the above shows that there is a demand for premium airline in Indian skies.

Ques: If you were to launch a new airline in Indian skies discuss your branding strategy on basis of concepts studied in.

NOTE: Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.

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