

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2018
MS5EM01 Product and Brand Management
Programme: MBA Branch/Specialisation: Management /
Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1
- i. Profit relates to product in it into duties State are. 1
(a) Negative (b) Higher (c) Declining (d) None of these
 - ii. Products that are bought without detailed comparisons are best 1
classified as:
(a) Shopping products (b) Specialty products
(c) Convenience products (d) Emergency products
 - iii. Customers in growth stage of the cycle of products are clarifier as 1
(a) Innovators
(b) Early adopters
(c) Middle Majority Customers
(d) Lager
 - iv. At introductory stage of product life cycle, the strategy used _____ 1
(a) Penetration (b) Diversification
(c) Extension (d) Innovation
 - v. _____ Includes two visual signals of a brand its character i.e. 1
annul girl, Pillsbury doughboy and its logo BAG are elements of
brand identify
(a) Brand attitude (b) Brand image
(c) Brand Symbol (d) Brand Positioning
 - vi. Close up Doordarshan, Frooti, Babool, Fair & Lovely, Papsi and 1
Thums-Up are the example of
(a) Descriptive Brand Name (b) Suppressive Brand Name
(c) Free Standing brand name (d) None of these

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- vii. _____refers to a brands objective (functional) attributes in relation to other brand functional) attributes in relation to other brand
 (a) Brand position (b) Product Position
 (c) Brand relationship (d) Both (a) and (b) **1**
- viii. _____ includes two aspects of a brand it association and to personally
 (a) Brand attitude (b) Brand positioning
 (c) Brand relationship (d) Brand image **1**
- ix. A measure of the value and strength of a brand including as assessment of a brand's wealth is known as:
 (a) Brand stretching (b) Brand heritage
 (c) Brand name (d) Brand equity **1**
- x. Estimation of total brand value in financial terms is classified as.....
 (a) Brand audit (b) Brand tracking
 (c) Brand valuation (d) Liabilities evaluation **1**
- Q.2 i. What do you understand by Product Management? **2**
 ii. Discuss any two changes that affect the product management? **2**
 iii. Discuss any four relationships between Marketing and Product Management? **4**
- OR iv. Explain the important factors influencing design of the product? **4**
- Q.3 i. What is Test Marketing? **2**
 ii. What are the different stages of New Product Development Process? **6**
- OR iii. Discuss various stages of product life cycle and appropriate marketing strategies for them? **6**
- Q.4 i. Explain what is a brand? **3**
 ii. Explain Aaker's brand equity model. **5**
- OR iii. Discuss the Brand portfolios and Market segmentation? **5**
- Q.5 Attempt any two:
 i. Explain brand positioning and repositioning strategies. **4**
 ii. What is brand equity? What are the major components of brand equity? **4**

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- iii. What are the types of Brand Extension? Discuss the advantage and disadvantage of Brand Extension? **4**
- Q.6 Attempt any two:
 i. Write short note on:
 (a) Brand revitalization (b) Brand audit **4**
 ii. Discuss the emerging trends in Product & Brand Management? **4**
 iii. Evaluate the various methods of brand valuation in Indian context? **4**
- Q.7 **Case Study** **10**
 Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leader, with the launch of its mass brand, Color N Care. While this would be Revlon's first India-specific brand, it would also mark a detour from Revlon's premium positioning. Priced at Rs 120, Color N Care would compete with Garnier, which commands about 75% share of the mass hair colour market, and Godrej. About 60% of the Rs 200-crore hair colour market is dominated by mass brands priced around Rs 100. "It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets," said Umesh K Modi, chairman, president and CEO, Modi Group.
 The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like Colour Silk, Top Speed and Colour Stay, priced at Rs 250, Rs 375 and Rs 450 respectively. With the launch of Color n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors. For Modi Revlon, about 20% of its revenue comes from the hair colour business. It has a 12% market share of the total hair colour market.
- Questions :
 (a) Explain brand strategy of Revlon.
 (b) Critically analyze firms brand structure. What challenges you foresee for the firm?

Marking Scheme
MS5EM01 Product and Brand Management

Q.1	i.	Profit relates to product in it into duties State are.	1				
		(a) Negative					
	ii.	Products that are bought without detailed comparisons are best classified as:	1				
		(c) Convenience products					
	iii.	Customers in growth stage of the cycle of products are clarifier as	1				
		(b) Early adopters					
	iv.	At introductory stage of product life cycle, the strategy used _____	1				
		(a) Penetration					
	v.	_____ Includes two visual signals of a brand its character i.e. amul girl, Pillsbury doughboy and its logo BAG are elements of brand identify	1				
		(c) Brand Symbol					
	vi.	Close up Doordarshan, Frooti, Babool, Fair & Lovely, Pepsi and Thums-Up are the example of	1				
		(a) Descriptive Brand Name					
	vii.	_____refers to a brands objective (functional) attributes in relation to other brand functional) attributes in relation to other brand	1				
		(d) Both (a) and (b)					
	viii.	_____ includes two aspects of a brand it association and to personally	1				
		(d) Brand image					
	ix.	A measure of the value and strength of a brand including as assessment of a brand's wealth is known as:	1				
		(d) Brand equity					
	x.	Estimation of total brand value in financial terms is classified as.....	1				
		(c) Brand valuation					
Q.2	i.	Definition + concept of Product Management	2				
	ii.	Any two changes that affect the product management	2				
		1 mark for each point (1 mark * 2)					
	iii.	Any four relationships between Marketing and Product Management	4				
		1 mark for each point (1 mark * 4)					
	OR	iv.		Any four factors influencing design of the product	4		
				1 mark for each point (1 mark * 4)			
	Q.3	i.	2	Test Marketing Concept with example			
		ii.	6	Any six stages of New Product Development Process			
				1 mark for each point (1 mark * 6)			
	OR	iii.	6	Any for stages of product life cycle with marketing strategies for them			
				1.5 marks for each point (1.5 marks * 4)			
	Q.4	i.	3	Brand Concept with example			
		ii.	5	Aaker's brand equity model			
				Diagram	2 marks		
				Explanation	3 marks		
	OR	iii.	5	Brand portfolios with examples	2.5 marks		
				Market segmentation with examples	2.5 marks		
	Q.5			Attempt any two:			
		i.	4	Brand positioning			
				Concept	1 mark		
				Strategy	1 mark		
				Repositioning strategies			
				Concept	1 mark		
				Strategy	1 mark		
		ii.	4	Brand equity	1 mark		
				Any four Components of brand equity	3 marks		
		iii.	4	Types of Brand Extension	2 marks		
				Advantage of Brand Extension	1 mark		
				Disadvantage of Brand Extension	1 mark		
	Q.6			Attempt any two:			
		i.	4	Write short note on:			
				(a) Brand revitalization	2 marks		
				(b) Brand audit	2 marks		
		ii.	4	Any four emerging trends in Product & Brand Management			
				1 mark for each point (1 mark * 4)			
		iii.	4	Any two methods of brand valuation in Indian context			
				2 marks for each point (2 marks * 2)			

Q.7

Case Study

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Questions :

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|---------------------------------------|---------|
| (a) Explain brand strategy of Revlon. | 4 marks |
| (b) Analyze firms brand structure | 3 marks |
| Challenges you foresee for the firm | 3 marks |
