

MBA III Semester Supplementary Examinations September/October 2022

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2018, 2019 & 2020 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

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|----|---|-----|
| 1 | (a) Distinguish between consumer goods and industrial goods. | 5M |
| | (b) State the characteristics of products. | 5M |
| | OR | |
| 2 | Describe the decisions companies make regarding their product lines and product mixes. | 10M |
| 3 | Discuss how companies can develop the criteria for differentiating products. | 10M |
| | OR | |
| 4 | List and define the steps in the new product development process and the major considerations in managing this process. | 10M |
| 5 | Identify the advantages that brands provide to firms and consumers. | 10M |
| | OR | |
| 6 | Explain the finance-oriented and behaviour-oriented brand valuation models. | 10M |
| 7 | Critically analyse the role of integrated marketing communication tools in brand building. | 10M |
| | OR | |
| 8 | (a) State the advantages and disadvantages of brand extension. | 5M |
| | (b) Explain the precautions that a brand manager should take while managing an extension. | 5M |
| 9 | Pinpoint the challenges in building brands in insurance sector. | 10M |
| | OR | |
| 10 | Compare and contrast the pros and cons in building brands in industrial sector and service sector. | 10M |
| | SECTION – B | |
| | (Compulsory question, 01 X 10 = 10 Marks) | |
| 11 | Case Study/Problem:
From its very start, Google has embraced the idea of innovation actively. The founders began their company with the (at the time) totally innovative concept of an online search engine. Then they instituted the "80 percent" rule, according to which all employees had to spend at least one workday per week on creative, off-the-wall project ideas. With such a foundation, Google's record of innovation is naturally impressive, from Google Maps to Street View to driverless cars, from the Android operating system to Chrome-books. And then came Google Glass. | 10M |

Even before the wearable technology was introduced in any form, it seemed as if everyone knew what it was and had an opinion about its efficacy, appeal, and look. The wearable product would allow users to surf the Internet and gather information simply by looking up and to the right. They could swipe their finger over a sensor behind their ears to pull up a Google map and navigate, take pictures, or initiate the embedded Bluetooth technology to make a call.

The initial rollout of Google Glass was limited, purposefully, by a couple of factors. First, Google set the price very high, at around \$1,500. That meant that only the most dedicated tech geeks, and those with plenty of disposable income, would be the ones first sporting the headband-like devices. Second, Google required people to register for the chance to receive a set. Even if thousands wanted to spend the money, Google allowed only a select few to receive them at any one time.

This slow, measured rollout was designed to provide several benefits for Google. Because it sought to minimize the supply available, Google created a perception that Glass was extremely popular and stirred up excitement in potential customers. The press buzz and word of mouth spread remarkably far and quickly. Furthermore, it identified a readymade segment of beta testers. By making sure that those who used the early versions of Google Glass were really interested in it, Google knew that the feedback they provided was more likely to be insightful and related to the underlying technology. Thus, it did not have to filter out, initially, complaints about it being too hard to use from people without much technological savvy or other reviews that seemed less important to the developers.

But the results were not exactly as Google planned. Google assumed most comments would be about technology improvements. Instead, much of the information it gleaned involved the look of the device and the alternative uses it could support. For example, though there was never any danger that Google Glass would become a high-fashion option, people sought to make them at least a little more attractive. The solution was an easy one: offer Google Glass in several colours, so that fashionable folks could coordinate with their phones, purses, or favourite hues.

In terms of the functions for which people actually use Google Glass, the innovator's predictions again were inaccurate. Google anticipated that Glass would resonate most with busy business professionals who found the act of taking their smart phones out of their pockets too inefficient. But it learned quickly that even these professional segments used Glass in far more casual manners. In one example, a pet lover explained that it was far easier to take funny cat videos when both hands were free to tempt the feline with a toy. Along with this feedback, Google noted some surprise at the diversity of people interested in Glass. As Leila Takayama, a researcher with Google, explained, "We were expecting the people to be extremely tech savvy – to kind of look like us Google's. But what we actually saw were people who were much more diverse. They were people who were just sort of curious." Although diversity of users seemingly should have been a benefit, instead it meant that Google Glass was not satisfying any market segment's needs precisely. Casual users found it ugly and awkward; high-tech early adopters complained about its short battery life and expressed their disgust with the "terrible product" online, noting that it was plagued by defects, bugs, and poor performance.

Code: 17E00305

MBA III Semester Supplementary Examinations October 2020
PRODUCT & BRAND MANAGEMENT
(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Distinguish between consumer products and industrial products. Explain various classification of industrial products.
- OR
- 2 How the addition of guarantees, service, and credit can improve a "total product". Cite a specific case where and how this has been done and explain.
- 3 Explain the role of new product development process in an organization.
- OR
- 4 Discuss some important positioning strategies with examples.
- 5 Could there be a situation where a brand may have low state of awareness but high brand value? If so, identify and analyze such brands and the reasons for the same.
- OR
- 6 Discuss the role of Indian Standards Institute (I.S.I) in maintaining standards for products in India.
- 7 Describe the concept of brand equity and its techniques and measurement used in brand equity?
- OR
- 8 Explain the different types of brand extension with suitable examples from service industry.
- 9 "Brand image is very important to customers". Apply this statement to retail sector and justify.
- OR
- 10 Develop innovative methods for branding in service sector.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Theme park: A theme park based at Mumbai proposes to come out with a programme to attract the attention of school children. The programme involves a package of games, drama and dance competitions. The winner would be given high value prizes.

Questions:

- (a) How would you go about marketing this programme?
- (b) Will this programme any way help to improve the image of the theme park? How?
- (c) How do you formulate strategies to create a strong brand positioning of theme park?

MBA III Semester Regular Examinations April/May 2022

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2020 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- (a) Define product. Explain the levels of product. 5M
- (b) Highlight the responsibilities of a product manager. 5M
- OR**
- Illustrate different classifications of products with examples. 10M
- Explain how companies find and develop new-product ideas. 10M
- OR**
- Define product positioning. Discuss product positioning strategies with suitable examples. 10M
- (a) Explain the brand name selection process. 5M
- (b) Illuminate the qualities of a good brand name. 5M
- OR**
- Define brand revitalization. Discuss the steps in the brand revitalization process. 10M
- Define brand equity. Discuss the relevance of brand equity in the modern-day brand management system. 10M
- OR**
- Explain various steps in building brands and what role does mental space mapping play in brand building. 10M
- Experience branding is beyond transaction – a customer pays for the services but what he/she takes back home is experiences and the company charges a premium for the experience. Explain the brand experience with examples from the Indian tourism industry. 10M
- OR**
- Enumerate the challenges in building brands in banking sector. 10M

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

Case Study/Problem:

- How successful do you predict these recently proposed brand extensions will be? Why? 10M
- (i) Mont Blanc (famous for pens): fragrances and other accessories (watches, cufflinks, sunglasses, and pocket knives)
- (ii) Evian (famous for water): high-end spas.
- (iii) Starbucks (famous for coffee): film production and promotion.
- (iv) A company such as LinkedIn which enables networking for employment opportunities: a business magazine.

PRODUCT AND BRAND MANAGEMENT

(Master of Business Administration)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 (a) Define Product. Explain the types of Products. 5M
(b) Write a detailed note on "Consumer Goods." 5M
OR
- 2 (a) Discuss the various kinds of product strategies. 5M
(b) What is the need for product line? How it is decided. 5M
- 3 (a) Explain the concept "product packaging management." 5M
(b) Illustrate the stages of new product development with an example. 5M
OR
- 4 (a) What are the benefits and importance of a product strategy? 5M
(b) Describe various types of product differentiation. 5M
- 5 (a) What is brand? Explain different types of brands. 5M
(b) Examine the role of brands in new economy especially in India. 5M
OR
- 6 (a) Give a detailed account on "Brand Loyalty." 5M
(b) Discuss the methods of brand valuation. 5M
- 7 (a) How to create and manage brand equity? 5M
(b) What are the advantages and disadvantages of brand extension? 5M
OR
- 8 (a) Explain brand building strategies. 5M
(b) List out the new brand failures. 5M
- 9 (a) "Service provider faces challenges in brand building." Discuss 5M
(b) Explain the merits and demerits of branding in retail business. 5M
OR
- 10 (a) Elucidate the feature of branding in the customer sector with an example. 5M
(b) What are the steps to be followed in branding retail sector? 5M

Contd. in Page 2

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11

Case Study/Problem:

10M

Ravi is the store manager of a retail chain 24 by 7 private limited. The company is a convenience store which has been launched by a private entrepreneur in the petrol pumps of BPCL. These are a chain of 30 retail stores which have been launched in petrol pumps which have high customer footfall and which are located in cities. The plan is to cater to the high customer footfall in petrol pumps and increase the non-fuel revenues of petrol pumps.

The problem that the chain is facing is the high shrinkage in the stores. Against a national average of 3 to 5% the retail stores have a ratio of more than 10%. Some stores like the one Ravi manages a shrinkage ratio of more than 15%.

This has been also due to the faulty investment in technology by the retail chain. The stores are still stand alone and the security systems are still not fully initiated. Ravi has been told to bring his store shrinkage down to 8% and then 5% in a 3 month and 6-month plan.

Questions:

- (i) What are the steps Ravi needs to do to overcome the problem?
(ii) Comment how technology can help in controlling operations.
