

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IVth SEMESTER-EXAMINATION – MAY- 2012****Subject code: 840102****Date: 21/05/2012****Subject Name: Product and Brand Management (PBM)****Time: 10:30 am – 01:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Explain levels of market competition with suitable example. **07**
(b) Explain aggregate factors that are important indicators of attractiveness of product category. **07**

Q.2 (a) Briefly explain new product development stages. **07**
(b) Explain elements of product strategy. **07**

OR

(b) Discuss the concept of product life cycle (PLC). Comment on PLC as an aid to new product development planning strategies. **07**

Q.3 (a) What is branding? Briefly explain branding challenges and opportunities. **07**
(b) Explain the sources of brand equity. **07**

OR

Q.3 (a) Explain different tactics for brand elements. **07**
(b) Define and explain Points of parity and point of difference? **07**

Q.4 (a) Briefly explain personalizing marketing concepts. **07**
(b) Explain co-branding. Also list down advantages and disadvantages of co-branding. **07**

OR

Q.4 (a) Explain the value stages of brand value chain. **07**
(b) Explain quantitative research techniques for measuring sources of brand equity. **07**

Q.5 (a) Explain Brand hierarchy levels and use of those levels in designing a branding strategy. **07**
(b) How cause marketing use to build brand equity. Also list down advantages of cause marketing. **07**

OR

Q.5 (a) Explain brand extension classification. Also list down advantages and disadvantages of brand extension. **07**
(b) Briefly explain advantages and disadvantages of global marketing programs. **07**
