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**M. B. A. (Third Semester) Examination,
Nov.-Dec. 2019**

(Core Course)

(For Regular / ATKT / Ex Students)

Paper : FT-CC-303

PRODUCT and BRAND MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 85

Note : Section-A is compulsory. In all, you have to attempt five questions. All questions carry equal marks. Be precise and to the point. Do not leave/draw unnecessary. Big/blank margins or waste blank space in answer books. "Save paper, save environment." Words limit for each answer is 500 words. Attempt any ~~four~~ questions from Section 'B'.

Section - 'A'

17

(Compulsory)

1. Read the situation carefully and as a student of MBA III Sem. (Product and Brand Management subject perspective) considering concept like -

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"Brand classification, Brand building issues in services and most significantly "Branding Strategies". Answer the following questions given at the end.

Situation :

Long time ago Brand Managers and Product Manager used to see rural consumers as a small target segment but now there are around 3-4 billion rural consumers in the world. Rural and realities are now changing. Its a known fact that rural consumers in India cannot afford to buy what an urban consumer is buying. According to BARC, almost 65% of all rural homes own a television set. They are also watching satellite television.

There a variety of options like mobile vans, Autorickshaws, cycle rickshaws, Bullock carts, the typical Haat or Mela cinema halls which are called termed as critical stimulants for creating awareness, Brand Image, and brand building exercises. Most of the rural areas depend on agriculture and harvest and religious/cultural function play an important rule. Companies are also using mobile technology to reach consumers at places where electricity is sporadic. According to reports India is the biggest user of whatsapp. Rising rural

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economy is also witnessing shifts in brand usage pattern of rural consumers.

Questions :

- (a) Given this situation, How companies in India should prepare themselves with a "Robust Brand Strategy". For rural markets, especially from consumers perceptual aspirations point of view.
(Maximum 250 words) 8½
- (b) What course of Action Plan should you recommend (as a student of Product and Brand Management) for "Fast moving consumer Good Brands" and "Electronic Brands". Segments with the help of brand positioning strategy in rural markets? 8½

Section - 'B'

17×4=68

Note : Attempt any four questions from this section.

All questions carry equal marks.

2. Explain the dissimilarities between "consumer products" and industrial product? Provide suitable illustration.

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3. Explain the concept of Product Life Cycle. Provide diagram and justify it.
4. Explain the product positioning strategies with suitable examples.
5. Write notes on :
(i) Product mix
(ii) Product differentiation
6. Discuss in detail the relationship between product and brand.
7. Write an essay on 'Brand Personality'.
8. Explain the characteristics of a successful brand.
9. What do you mean by "Ethics"? Explain the concept of Ethics in branding and retailing.
10. Write notes on :
(i) Brand pyramid
(ii) Retail brand

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