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Roll No. :

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**M. B. A. (Fourth Semester) Examination,
April-May 2021**

(New Scheme)

(Management Engg. Branch)

PRODUCT and BRAND MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : All the questions are compulsory. Part (a) is compulsory and from part (b) and (c). Attempt any one.

Unit-I

1. (a) If you are made a product manager of a company, which would be the type of marketing organization you would suggest for your organization and why? 6

- (b) (i) Describe the different levels of the product with illustrations. 10
- (ii) Explain the product strategies used in the world. 10
- (c) What are the factors that affect product decisions? Distinguish between product-mix and product line. Give an example to describe both product decisions. 10

Unit-II

2. (a) Discuss various states of product life cycle and appropriate marketing strategies for them. 6
- (b) How do you classify Consumer product? Identify and evaluate the target market for the following products :
- (i) Reedbok Shoes 10
- (ii) Bisleri Water 10
- (c) What is the difference between estimating Market Potential and sales forecasting? Also discuss the various methods of estimating Market Potential and Sales Forecasting. 10

Unit-III

3. (a) Write a short note on brand identify and brand image. 6
- (b) What is brand positioning? What irrationalities marketers must avoid while positioning their brands? 10
- (c) What do you mean by Branding? Explain the essentials of a good brand name. How do you measure brand loyalty of a company? 10

Unit-IV

4. (a) Explain the various steps involved in brand building. 6
- (b) (i) Elucidate different types of brand extension. 10
- (ii) Why companies need to do brand leveraging? 10
- (c) Write short notes on : 10
- (i) Co-branding
- (ii) Private Branding
- (iii) Umbrella Branding
- (iv) Global brands

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Unit-V

5. (a) Define Brand Equity. How it can be assessed? 6
- (b) Explain the four different models of brand equity? 10
Illustrate with example.
- (c) Videocon has acquired Kelvinator in 2005 and has put it under Kitchen Appliances of India. Kelvinator brand is extended to microwaves and ACs Kelvinator has a 43-year history in India (2006). In 1962, Z. R. Irani brought Kelvinator to India. It was owned by American Motors in the U. S. After Irani's death, J. R. Desai became licence in India. Kelvinator refrigerators were introduced in India in 1963. In 1994, Desai sold kelvinator to Whirlpool. Later the brand moved from Whirlpool to Electrolux which launched the brand again in 1997. Electrolus sold fridges under two brand names—Kelvinator and Electrolux. Electrolux acquired Maharaja Appliances, Allwyn and Voltas too. Electrolux Kelvinator became a subsidiary of Electrolux. Thus, it became a multi-band company. As this approach was not working, the company decided to revert to Electrolux brand in 2002 and introduced a frost-free refrigerator.

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Consumers switched over to LG, Godrej and Samsung, and Kelvinator was left out in the cold. In 2005, Kelvinator changed hands, and is now Videocon brand. Under the licence agreement with A. B. Electrolux (ABE), it will now distribute and/or market, products under Electrolux Kelvinator and Allwyn brands in India and other SAARC countries.

Questions :

Will Kelvinoator be able to restore the lost ground? What is your opinion about the brand equity of Kelvinator? How can they work on distribution? Will he cute little Penguin ready to take off?

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