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MBA (FT/PT) Degree IV/VI Semester End Semester Examination- June, 2022
20-371-0450/20-372-0413/16-372-0641: Brand and Product Management
(Regular)

Time: 3 Hours

Max. Marks: 50

PART A

(Answer ALL questions. Each question carries 2 marks)

1. Define a brand. List some brand elements.
2. Differentiate between brand image and brand identity.
3. Cite an example of a power brand from India. Justify your choice.
4. 'Product Managers must showcase Product Leadership'. Comment.
5. McDonalds represents 'Food, folks and fun'. Decode its brand personality.

(5x2=10)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

6. "A brand that is seen as prototypical of a product category can be difficult to extend outside the category". State an example.
7. Classify the levels in the brand loyalty pyramid.
8. Identify and justify the brand architecture adopted for the following brands.
 - (a) Levis Classic fit jeans, Slim fit jeans, Skinny fit jeans
 - (b) Croma - a TATA Enterprise, Tanishq - a TATA product
9. "Brands and customers evolve alike". Point out an instance of failed brand repositioning.
10. Examine the key aspects to consider when designing a brand hierarchy.
11. More than half of the world's most valuable brands are technology companies. Interpret why.
12. Distinguish between line extensions and brand extensions with an example each.

(5x4=20)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

13. Evaluate the sources of brand equity for a *personal care brand* of your choice.

14. Select a well-known brand. Recreate the brand building process using Keller's Brand resonance model.

15. Arya is the brand manager at *Yummy Tummy* – a firm selling breakfast cereals in South India. Their newly launched product is a breakfast cereal enriched with low-calorie, low-fat ingredients like muesli, oats, almonds, dried fruits etc that is projected as a healthy alternative to start the day. She wants to bring the brand personality to life by showing its target audience how the brand lowers cholesterol and provides weight management benefits. The brand presently targets 'urban women on a healthy journey'. Her initial research has revealed that one out of four Indians in metro cities skip breakfast due to lack of time and fear of weight gain, in addition to limited ready-to eat breakfast options. She approaches you for eliciting innovating branding strategies for the new product.

(a) Devise innovative branding strategies for the new product.

(b) Suggest possible brand extension opportunities the firm can pursue in the future.

(2x10=20)