Seat N	No.: _	Enrolment No GUJARAT TECHNOLOGICAL UNIVERSITY	
Subj	ect Ne: 02 ruction 1. 2.	MBA –II, SEMESTER IV–EXAMINATION code: 2840101 Date: 02/Mame: Product and Brand Management .30 PM TO 05.30 PM Total Material questions. Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	List and explain with examples the seven stage Product Life Cycle	07
	(b)	Discuss the various stages of the New Product Development Process	07
Q.2	(a)	Discuss with examples the six choice criteria for choosing various brand elements for building brand equity	07
	(b)	(i) List the difficulties of technology forecasting in new product strategy	03
		(ii)Briefly explain the Strategic Brand Management Process	04
		OR	
	(b)	(i) Briefly explain any three strategies for competing through products	03
		(ii) Discuss the concept of Ingredient branding with examples	04
Q.3	(a)	Describe the BCG Matrix and explain its usefulness in managing product portfolios	07
	(b)	Discuss the strategic issues affecting success and failure of new product development OR	07
0.2	(2)		07
Q.3	(a)	Describe and explain the Shell's Directional Policy Matrix highlighting its role in managing product portfolios	07
	(b)	Discuss Test Marketing as a major tool for the Commercialisation stage of the New Product Development Process	07
Q.4	(a)	(i) Explain the offensive strategies of managing the mature product	03
		(ii) Discuss the Brand Product Matrix with a relevant example	04
	(b)	Explain the process of choosing and establishing Points of Parity and Points of Difference for Brand Positioning	07

OR

(a) (i)Identify and describe three alternative growth phase strategies

(ii) What are Brand Equity Charter and Brand Equity Reports?

Q.4

03

04

	(b)	Based on the CBBE model discuss the various dimensions of any brand of your choice from Brand Salience to Brand Resonance	07
Q.5	(a)	Discuss the holistic methods of measuring Brand Value	07
	(b)	Briefly explain some of the Qualitative Techniques of measuring sources of Brand Equity OR	07
Q.5	(a)	Explain the process of Evaluating Brand Extension opportunities	07
	(b)	Discuss Brand Reinforcement as a strategy for managing brands over time	07
