

3M3018

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**3M3018**

**M. B. A. III Sem. (Main) Exam., Jan. 2016**

**Marketing**

**M-323 Product & Brand Management**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

*Instructions to Candidates:*

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

**SECTION-A**

- Q.1 With respect to any new product idea of your choice explain the process of concept development and testing. What is the significance of this stage in new product development process? [7+7=14]
- Q.2 What are the major bottlenecks in new product development. With the help of appropriate examples explain the reasons for product failure. [7+7=14]
- Q.3 Explain benefits of branding to- [7+7=14]
- (a) Company.
- (b) Customers.
- Q.4 Explain different types of branding strategies with suitable examples. [7+7=14]
- (a) Consumer product.
- (b) Industrial product.

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Q.5 Discuss advantages and disadvantages of celebrity endorsement for a brand use an example. [14]

Q.6 Identify two established global brands explain the reasons for the global success of the brands you choose. [7+7=14]

## SECTION-B

Q.7 Case- study

### **Homemade Pickle ltd.**

Homemade pickle ltd. manufacturer of pickle and jams was founded in 1980. It soon become popular with its innovative flavours made from fresh fruits and vegetables. The company currently distributes pickles and jams nationwide. In super markets, grocery stores, franchised shops, restaurants and other venues. Homemade's product strategy is to differentiate its super premium brand from other brands. The brand image reflects high quality uniqueness and a homely flavor. For example khatta Meetha has taste of lemon with jaggery. Other names in the company's line of pickles include teekha- khatta, Rasilla Aam mix vegie, Aachari mirch and Aachari delight. The new product development process and flavour naming process are a top priority at Homemade.

Questions:

- (a) What are the characteristics of a good brand name? How do you rate Homemade flavour names based on these criteria.
- (b) Does Homemade use an individual or a family branding strategy? What are the relative advantages and disadvantages of the two strategies. [7+7=14]