

PBM

MMS III (University Exam)
(Mktg.)

(mkt)
rev

Product & Brand Management

QP Code : 26161

23/1/2015

(3 Hours)

[Total Marks : 60

- N.B. : (1) Question number one is compulsory and carries 20 marks.
(2) Answer any four questions out of the remaining six questions.

1. Read the following case extract and answer the questions below:

Incredible India campaign-building international tourists through image creation

The first marketing initiative of its kind, Incredible India was conceptualized in 2002 by V Sunil and Amitabh Kant, Joint Secretary, Ministry of Tourism. The primary objective of this branding exercise was to create a distinctive identity for the country. This resulted was the iconic "Incredible India" logo, where the exclamation mark that formed the "I" of India was used to great effect across all communications. The campaign successfully established India as a high-end tourist destination, generating a 16% increase in tourist traffic in the first year.

In India and the Ministry of Tourism launched a campaign to promote Incredible India as a tourist destination in 2002. The phrase "Incredible India" was adopted as a slogan by the ministry. Before 2002, the Indian government regularly formulated policies and prepared pamphlets and brochures for the promotion of tourism, however, it did not support tourism in a concerted fashion. However, with the campaign, the tourism ministry made a conscious effort to bring in more professionalism in its attempts to promote tourism. It formulated an integrated communication strategy with the aim of promoting India as a destination of choice for the discerning traveller. The tourism ministry engaged the services of advertising and marketing firm Ogilvy & Mather (India) (O&M) to create a new campaign to increase tourist inflows into the country.

The campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality, etc. The campaign was conducted globally and received appreciation from tourism industry observers and travelers alike. However, the campaign also came in for criticism from some quarters. Some observers felt that it had failed to cover several aspects of India which would have been attractive to the average tourist

Travel industry analysts and tour operators were appreciative of the high standards of the 'Incredible India' campaign. "The promo campaign is making a powerful visual impact and creating a perception of India being a magical place to visit," said Anne Morgaon Scully, President, McCabeBremer Travel, Virginia, USA. Average travelers too appeared to find the campaign interesting and informative, going by favourable comments on blogs on travel websites. Although the 'Incredible India' campaign was generally well received, industry observers differed in their opinions on the positioning of India in the campaign.

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- (i) Analyze how place branding has been used in the Incredible India campaign?
 - (ii) How has the campaign positioned India as an attractive destination for foreign tourists?
 - (iii) What according to you are the impact of blogs and comments of actual tourists on creating the relevant image for India?
 - (iv) What facets of the country have been used to project a differential image of the country to International tourists?
2. Suggest various strategic alternatives of product strategy in electronics product category for the objectives of:
 - (a) Increasing market share
 - (b) Increasing short run profits
 3. Discuss through any example of FMCG player, the management of its brand portfolio and product portfolio for any of its brand. How brand extension and product-line pruning has been carried for the same?
 4. What do you understand by New Product? Discuss with suitable examples and justification.
 5. Explain Kapferers brand identity prism model in details with a suitable example.
 6. What do you see as the role the Internet in building brands? Evaluate the website of one of your favorite brand?
 7. Write short notes on following:
 - (a) Brand Positioning
 - (b) Product portfolio management
 - (c) Brand Personality
 - (d) Product v/s Brand
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Course: M.M.S. (CBSGS) SEMESTER - III (Prog **M1423**)

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Correction:

Q.No. 7

Read as:

Write Short Notes on following. (**Any Two**)

Instead Of :

Write Short Notes on following.

Query Update time: 23/11/2015 03:42 PM