

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2018-20)**  
**Third Semester Examination October 2019**

<b>Subject</b>	<b>Product and Brand Management</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>18.10.2019</b>

	<b>Instructions: -</b>	<b>Marks</b>
	<ul style="list-style-type: none"> <li>• <b>Q. No 1</b> is compulsory.</li> <li>• Attempt <b>Any Four</b> from the Remaining Six Questions.</li> <li>• Figures to the right indicate marks in full</li> </ul>	
<b>Q. 1</b>	<p>Marketing academics have identified two basic strategies for engaging in brand extensions-(1) extend the brand to product categories that share similar features to the parent brand or (2) extend the brand to product categories that serve similar goals to the parent brand. The two strategies offer very different insights into potential extension options.</p> <p>Extensions Based on Similar Features The first-called extensions based on taxonomic category structure-suggests that one think about diapers as a subcategory of a larger taxonomic category. Conceptualized this way, it could extend to other product categories that are part of this broader taxonomic category structure- categories like diaper wipes, disposable paper bibs, napkins, tissues, as well as other products potentially outside the baby category (e.g., toilet paper, sanitary products, paper towels).</p> <p>With this strategy, the brand franchise is built on what the product is-an absorbent paper product. Extensions Based on Similar Goals An alternative is to look beyond what the product is-to what it does.</p> <p>This type of reasoning called extensions based on goal derived category structure-suggests that one look for core benefits or goals that the brand fulfills and extends to other products that serve similar goals. Pampers could extend to a broader array of categories, including bibs, diaper wipes and tissues, but also products like warm and protective clothing, antibacterial lotion, sunscreen, protective gear (like bicycle helmets, knee pads), safety latches for toilets and electrical outlets, and so on. Of course, other goals could be identified, suggesting different brand extensions and different meaning to the core brand. Comfort as a goal might lead to extensions such as baby blankets, pacifiers, wipe warmers and the like. A different goal such as “fun” might lead to altogether different extensions like toys, mobiles, books, playmates and the like.</p> <p>Apply the strategic thinking is key here.</p> <ol style="list-style-type: none"> <li>1) While there are several possible directions to pursue in developing brand extensions, which one strategy you would be selecting?</li> <li>2) “If too many directions are pursued, the brand loses focus and consumers become confused about what the brand stands for and why they should buy it.” Justify the statement</li> <li>3) How the extensions should fit together as a package to deliver a unified message about the meaning of the brand?</li> <li>4) Suggest branding remedies which would avoid the consumers scratching their heads about just what Pampers is and why they should buy it?</li> </ol>	<b>20</b>
<b>Q. 2</b>	Answer <b>Any two</b> from the following.	<b>5x2 = 10</b>
	<b>a.</b> A ‘Branded House’ is the most common form of brand architecture. Major	

		brands like Google and Apple are exemplary models of this style. Examine numerous benefits and Pitfalls with suitable examples.	
	<b>b.</b>	Identify what must have happened when a popular coaching class brand extended the same brand for starting an Autonomous University and branded it as House of Brands.	
	<b>c.</b>	Propose with suitable example the marketing activities for brand reinforcement of a fast-moving, low price, perishable, consumable product during its growth phase.	
<b>Q. 3</b>		Answer <b>Any two</b> from the following.	<b>5x2= 10</b>
	<b>a.</b>	Propose suitable dimensions and elements of decomposition of brand identity according to Aaker's Branding theory.	
	<b>b.</b>	Construct the Externalization vs. internalization dimensions of a popular milk brand according to 'Kapferer's Brand-Identity of Brand Prism Model'	
	<b>c.</b>	Propose a justification for sequential importance between brand identity and brand image for an OEM Brand.	
<b>Q. 4</b>		Answer <b>Any two</b> from the following.	<b>5x2 = 10</b>
	<b>a.</b>	What are the various internal and external sources of new product ideas available to a company?	
	<b>b.</b>	Propose with suitable example the marketing activities for brand repositioning of a fast-moving, low price, perishable, low ticket size consumable product during its maturity phase.	
	<b>c.</b>	Recommend the necessary changes required in the brand architecture of a company looking for retention of a low impact brand's market share due to the organizational conflicts with the strong brands of the same company.	
<b>Q. 5</b>		Answer <b>Any two</b> from the following.	<b>5x2 = 10</b>
	<b>a.</b>	Suggest the necessary changes in the brand architecture of a company dealing in domestic electrical switches and looking for its revival in the same market, the setback happened due to competition set by an innovation driven brand.	
	<b>b.</b>	Discuss the factors to be considered when deciding whether to launch a new product.	
	<b>c.</b>	Suggest some methods to measure the brand equity.	
<b>Q. 6</b>		Answer <b>Any two</b> from the following.	<b>5x2 = 10</b>
	<b>a.</b>	Describe major roles of a product manager with reference to a FMCG product brand.	
	<b>b.</b>	Product line decisions are crucial and vital in an enterprise. Discuss various product line strategies and the factors influencing the product line decision.	
	<b>c.</b>	Explain major job activities of a brand manager with reference to a Financial-Service product brand.	
<b>Q. 7</b>		Answer <b>Any two</b> from the following	<b>5x2 = 10</b>
	<b>a.</b>	Analyze major decisions based on BCG matrix.	
	<b>b.</b>	Evaluate major product strategies for leader brand in growth market.	
	<b>c.</b>	Explain five product decisions based on PLC model.	