Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **18MS3027** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PRODUCT AND BRAND STRATEGIES** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Discuss the relevence of brand repositioning in the current Automobile sector in India. | CO1 | 10 |
| b. | Are the terms ‘Brand Positioning and Brand Repositioning’ different. Explain. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | Enumerate the various steps involved in Global branding efforts. | CO2 | 10 |
| b. | Describe the different methods and their merits in brand equity measurement. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Write short notes on :-  i. Focus Group Interview  ii. Concept Testing | CO3 | 5  5 |
| b. | Illustrate the term brand building and the steps for brand building, quote an example for the same from Mobile market. | CO3 | 10 |
| (OR) | | | | |
| 4. |  | Discuss the importance aspects of New Product Planning and its implications in the current Indian market conditions. | CO2 | 20 |
|  |  |  |  |  |
| 5. | a. | i. Enumerate the profile of a Product Manager.  ii. Describe ‘Brand Extension’ and ‘Co-Branding’ | CO3 | 5  5 |
| b. | Elucidate the reasons for Brand Failure. | CO2 | 10 |
| (OR) | | | | |
| 6. |  | Elucidate the techniques involved in new product generation. | CO3 | 20 |
|  |  |  |  |  |
| 7. | a. | List out and explain the components of a product. | CO1 | 8 |
| b. | What are the reasons for brand loyalty? | CO2 | 12 |
| (OR) | | | | |
| 8. | a. | Why do companies prefer to brand their products when it clearly involves a cost? | CO2 | 12 |
| b. | Comment on the applicability of PLC in Indian Laptop market. | CO2 | 8 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | *Hairya* is a hair-washing powder launched at Rs.29/- for a 200 gm pack and is a pure herbal product without synthetic chemicals or preservatives. It contains amla, sandal and mustard to enhance hair growth. The non-foaming product will have to be soaked in water for a few minutes before use, and is targeted at consumers who would like to try out traditional options for hair care. There are several herbal brands for hair care in the market. *Nyle*and*Raaga* have been successful brands in the hair care segment with their herbal formulations. There is also a herbal brand from Wipro (*Santoor*) for hair care. *Crowning Glory* from Godrej launched as a hair care product was not a phenomenal success and *Raaga* is priced at Rs.29/- for 100 gms which is also doing well in this segment. |  |  |
| a | What kind of product-related strategies will be relevant to the brand? | CO3 | 6 |
| b. | Give reasons for your answers substantiating them with your observation of the brands in the hair care segment | CO3 | 7 |
| c. | Should the company offer different kinds of pack sizes? | CO2 | 7 |