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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

MBA II Year I Semester Regular Examinations Feb-2021

PRODUCT AND BRAND MANAGEMENT

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 Differentiate between consumer products and industrial products. 10M

OR

2 a What is meant by product line? 5M

b List out the different product lines of an MNC company. 5M

UNIT-II

3 Highlight the importance of following elements in building a Brand: 10M

a) Brand symbol b) Brand Logo c) Packaging d) Slogans

OR

4 Identify five established global brands. Explain the reasons for the global success of the brands you choose. 10M

UNIT-III

5 a Comment on the brand extension? 5M

b Discuss various strategies of brand extension 5M

OR

6 a What are brand loyalty programmes? 5M

b Explain brand loyalty programmes in pharmaceutical Brands. 5M

UNIT-IV

7 a How to Assess Brand Image? 5M

b Discuss various steps to assess brand image of Colgate. 5M

OR

8 What is brand positioning? Distinguish between brand positioning and brand development. 10M

UNIT-V

9 Explain the role of branding in retail sector. 10M

OR

10 Discuss the global issues in building the brand. 10M

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

Patanjali Ayurved Limited is an Indian FMCG company. Manufacturing units and headquarters are located in the industrial area of Haridwar while the registered office is located at Delhi. The company manufactures mineral and herbal products. It has also manufacturing units in Nepal under the trademark Nepal Gram Udhog and imports majority of herbs in India from Himalayas of Nepal. According to CLSA and HSBC, Patanjali is the fastest growing FMCG company in India. It is valued at Rs. 3,000 crore (US\$450 million) and some predict revenues of Rs. 5,000 crore (US\$740 million) for the fiscal 2015-16 Patanjali has made a unique approach marketing by building a community before product launch. Patanjali was always bound to meet new competition in the market. A good start might not have been enough for them. Though Patanjali made a good start, without establishing themselves with a unique positioning, they would not have been able to ever competed against brands from P&G and Hindustan Unilever.

Question :

Discuss the branding and positioning strategy of Patanjali.

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