



**SIDDHARTH GROUP OF INSTITUTIONS:: PUTTUR  
(AUTONOMOUS)**

Siddharth Nagar, Narayanavanam Road – 517583

**QUESTION BANK (DESCRIPTIVE)**

**Subject with Code: PBM(19MB9034)**

**Year & Sem: II MBA & I-Sem**

**Course & Branch: MBA**

**Regulation: R19**

**UNIT –I  
PRODUCT DECISIONS**

1	What is a product? Explain the chief characteristics of a product?	[L1][CO1]	[10M]
2	What is meant by generic product, core product expected product and augmented Product	[L2][CO1]	[10M]
3	Differentiate between consumer products and industrial products	[L2][CO1]	[10M]
4	What is meant by product line? List out the different product lines of an MNC company.	[L3][CO1]	[10M]
5	The failure rate of new product is high. Do you agree? Give reasons.	[L4][CO1]	[10M]
6	What is new product? Explain its importance in a society.	[L2][CO1]	[10M]
7	Product line decisions are crucial and vital in an enterprise. Discuss the factors Influencing the product line decision	[L3][CO1]	[10M]
8	Discuss universal product codes and its merits in business environment.	[L1][CO1]	[10M]
9	List the factors that influence the design of the product.	[L3][CO1]	[10M]
10	In which way understanding of product classification helps in marketing? Discuss.	[L1][CO1]	[10M]

**UNIT –II**  
**UNDERSTANDING BRANDS**

1	Define brand. What are the functions of brand in market?	[L1][CO2]	[10M]
2	Identify five established global brands. Explain the reasons for the global success of the brands you choose.	[L4][CO2]	[10M]
3	What is brand identity prism? Illustrate with the product “Dove”.	[L3][CO2]	[10M]
4	Comment upon the significance of branding for consumer products in today’s competitive marketing environment.	[L4][CO2]	[10M]
5	Highlight the importance of following elements in building a Brand: a) Brand symbol b) Brand Logo c) Packaging d) Slogans	[L2][CO2]	[10M]
6	Write short notes: a) Commodity b) Brands.	[L1][CO2]	[10M]
7	Explain brand image. Justify your answer – Brand Image is the base for any Business.	[L5][CO2]	[10M]
8	A brand is much more than a product- Critically evaluate the statement.	[L3][CO2]	[10M]
9	Explain the significance and advantages of brand image	[L4][CO2]	[10M]
10	People prefer to purchase brand in place of product. Justify your answer with suitable examples	[L4][CO2]	[10M]

**UNIT –III**  
**MANAGING BRANDS AND BRAND EQUITY**

1	What is meant by brand hierarchy? List out the different types of brand hierarchy for a global product.	[L4][CO3]	[10M]
2	What is Revitalization and explain various methods implemented in revitalizing Brands?	[L2][CO3]	[10M]
3	What is brand personality? Elucidate the role played by brand personality in Promoting products.	[L2][CO3]	[10M]
4	Write short notes on the following a) Brand Extension b) brand personality c) brand loyalty d) umbrella branding	[L1][CO3]	[10M]
5	Building successful brand Loyalty in a country like India is a challenge. Comment on the above Statement & suggest some common strategy for building a successful brand Loyalty	[L4][CO3]	[10M]
6	Comment upon the significance of brand extension for consumer products in today's competitive marketing environment.	[L3][CO3]	[10M]
7	Comment on the brand extension? Discuss various strategies of brand extension	[L2][CO3]	[10M]
8	What are brand loyalty programmes? Explain brand loyalty programmes in pharmaceutical Brands.	[L4][CO3]	[10M]
9	Define umbrella branding. Explain the significance of umbrella branding to build business.	[L2][CO3]	[10M]
10	Pick up a brand of your choice and characterize its Brand portfolio and Brand Hierarchy. Also suggest some ways to improve company's branding strategies.	[L4][CO3]	[10M]

**UNIT –IV**  
**MEASURING & INTERPRETING BRAND PERFORMANCE**

1	Explain the purpose of measuring a brand.	[L1][CO4]	[10M]
2	What is brand positioning? Distinguish between brand positioning and brand development.	[L2][CO4]	[10M]
3	Building successful brand positioning in a market like India is a challenge comment on the above Statement	[L4][CO4]	[10M]
4	Comment on the brand Identity? Design various steps to build brand identity on men's wearing.	[L3][CO4]	[10M]
5	Write short notes a) Brand positioning b) Brand image	[L1][CO4]	[10M]
6	Design the steps to create a good brand identity of Indian Tea products.	[L6][CO4]	[10M]
7	Develop the assessment procedure to know the good positioning level of Samsung Refrigerator.	[L4][CO4]	[10M]
8	How to measure brand Image? Suggest some suggestion to develop brand image of AMUL Products.	[L4][CO4]	[10M]
9	What is brand identity and discuss the step by step guide to creating a Powerful brand identity.	[L3][CO4]	[10M]
10	How to Assess Brand Image? Discuss various steps to assess brand image of Colgate.	[L4][CO4]	[10M]

**UNIT –V**  
**BRANDING IN DIFFERENT SECTORS**

1	Explain the importance of branding in customer sector.	[L1][CO5]	[10M]
2	Discuss the significance of branding in different sectors.	[L2][CO5]	[10M]
3	Explain the role of branding in retail sector.	[L2][CO5]	[10M]
4	How retail sector is different from service sector? Explain suitably with branding.	[L4][CO5]	[10M]
5	What brand promotion strategies you suggest to a retail business company?	[L4][CO5]	[10M]
6	Give a detailed account of branding in industrial sector	[L2][CO5]	[10M]
7	Discuss the guidelines for building a strong industrial brand	[L3][CO5]	[10M]
8	List the characteristics of successful global brands.	[L1][CO5]	[10M]
9	Identify the various factors which is favoring to global brand.	[L3][CO5]	[10M]
10	Discuss the global issues in building the brand.	[L2][CO5]	[10M]

**Case 1**

Emami's Navratna brand of cooling oil was launched in 1991. The company took the old "cooling oil" product and gave it a modern day reason for being "Stress Buster". There were no organized players in this segment and Navratna oil was first to brand and mass market a cooling oil and to create an unmatched presence.

The mid-1990s saw actors Govinda and Rambha endorse the brand through "Thanda-Thanda, Cool-Cool" commercials, which got fairly high media inputs. However, in 2004, Emami executives decided to lend stature and salience to the brand and roped in superstar Amitabh Bachchan in the hope that he would break geographical barriers for them and appeal to the classes and masses. Thus, followed a commercial that had Bachchan talking into the camera about how the "cool" oil helped him counter stress and headaches in his days of struggle.

The company has continued to use celebrities to build the cooling oil franchise and has met with tremendous success. Apart from clutter-breaking communication on the ground with apt use of celebrities, the company has been engaged in a lot of breakthrough marketing initiatives on brand Navratna. One such initiative was the introduction of Navratna Oil in sachets, which has not only been a trial and volume generator but also a growth engine for the brand. What was a neglected product category was pulled out of the woodworks and given a modern stature and size through Emami's marketing efforts. Not only has the brand Navratna become the undisputed leader of the cooling oil market in North India, but the brand has also managed to break into a non-traditional market such as Andhra Pradesh through its high power advertising. The brand Navratna almost helped revitalized and created Rs. 550 crore cooling oil market. Quite rightfully the brand dominates this category, which was left for dead just 15 years ago.

1. Analyse the brand building efforts of Emami for Navratna brand of cooling oil and suggest other innovative methods for building cooling oil brands in Indian market.

**Case 2**

The case describes the brand management strategies of the German branded goods major Beiersdorf for its Nivea range of products. Nivea's journey from being a one-product brand to a range encompassing fourteen product categories and over 300 products by the beginning of the 21st century is explored. The case examines in detail Beiersdorf's 'twin-strategy' of brand extension and globalization, which made Nivea the number one skin care brand in the world. It studies Beiersdorf's strong focus on innovation-led product development and customer-focused marketing, and examines the strategies taken by the company to ensure that brand dilution did not hamper the umbrella branding initiatives for Nivea.

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Issues:

- » Management strategies which are aimed at cashing in on the equity of an umbrella brand.
- » Rationale behind extending a successful brand into other related (and slightly unrelated) product categories.

Questions for Discussion:

1. Discuss the reasons for the success of the Nivea range of products across the world. Why did Beiersdorf decide to extend the brand to different product categories? In the light of Beiersdorf's brand extension of Nivea, critically comment on the pros and cons of adopting an umbrella branding strategy. Compare the use of such a strategy with the use of an independent branding strategy.
2. According to you, what are the core values of the Nivea brand? What type of brand extension framework did Beiersdorf develop to ensure that these core values did not get diluted? Do you think the company was able to protect these core values? Why/Why not?
3. What were the essential components of Beiersdorf's global expansion strategy for Nivea? Under what circumstances would a 'global strategy-local execution' approach be beneficial for a company? When and why should this approach be avoided?

### Case 3

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.

### Case 4

Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leader, with the launch of its mass brand, Color N Care. While this would be Revlon's first India-specific brand, it would also mark a detour from Revlon's premium positioning. Priced at Rs 120, Color N Care would compete with Garnier, which commands about 75% share of the mass hair colour market, and Godrej. About 60% of the Rs 200-crore hair colour market is dominated by mass brands priced around Rs 100. "It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets," said Umesh K Modi, chairman, president and CEO, Modi Group. The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like Colour Silk, Top Speed and Colour Stay, priced at Rs 250, Rs 375 and Rs 450 respectively. With the launch of Color n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors. For Modi Revlon, about 20% of its revenue comes from the hair colour business. It has a 12% market share of the total hair colour market.

Questions :

1. Explain brand strategy of Revlon .
2. Critically analyze firms brand structure . What challenges you foresee for the firm ?

### Case 5

Mother dairy

Mother Dairy Fruits & Vegetables, a company with a billion-dollar (Rs 4,200-crore) turnover, has been a well established player in NCR . known for products the firm has been largest seller of milk in NCR , with 65% of the revenue being contributed by milk. Amul entered delhi market five years back and in 2011 with in a span on 4years it defeated mother dairy in terms of market share . Amul procures fresh milk and packages it. Mother dairy adds powder milk in its products to the tune of 40% . This spoils the taste of the product . Also Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country . Their capacity to develop products and gain market leadership helped them gain

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substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years . Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy . They plan to increase their capacity and also expand procurement of the milk. One of the reasons why consumer shifted to Amul has been difference in the taste of the milk . Amul milk is fresh where as a portion of mother dairy milk is reconstituted . Mother dairy sells through its own outlets and home delivery is not possible where as Amul used channel and home delivery of the milk is possible . Mother dairy milk price has been less than the price of Amul milk , still a huge number of mother dairy loyals moved to Amul. Now Mother dairy is restructuring its strategy and systems to combat Amul .

Questions:

1. What would you suggest to Mother Dairy for its revitalization plan .
2. Develop brand identity model for Mother Dairy after collecting additional information for the brand.

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