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

MBA II Year I Semester Supplementary Examinations August-2021

PRODUCT AND BRAND MANAGEMENT

(MBA)

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

1 What is new product? Explain its importance in a society 10M

OR

2 a What is meant by generic product, core product? 5M

b What is meant by expected product and augmented Product? 5M

UNIT-II

3 Explain brand image. Justify your answer – Brand Image is the base for any Business. 10M

OR

4 What is brand identity prism? Illustrate with the product “Dove”. 10M

UNIT-III

5 a What is meant by brand hierarchy? 5M

b List out the different types of brand hierarchy for a global product. 5M

OR

6 a Write short notes on the following 5M

i) Brand Extension

ii) Brand personality

b Write short notes on the following 5M

i) Brand loyalty

ii) Umbrella branding

UNIT-IV

7 a How to measure brand Image? 5M

b Suggest some suggestion to develop brand image of AMUL Products. 5M

OR

8 Building successful brand positioning in a market like India is a challenge comment on the above Statement 10M

UNIT-V

9 How retail sector is different from service sector? Explain suitably with branding. 10M

OR

10 Discuss the guidelines for building a strong industrial brand 10M

SECTION – B
(Compulsory Question)

1 x 10 = 10 Marks

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 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 regions 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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