



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
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QUESTION BANK (DESCRIPTIVE)

Subject with Code: Product and Brand Management (20MB9034)

Course & Branch: MBA

Regulation: R20

Year & Sem: II-MBA & I-Sem

**UNIT –I
PRODUCT DECISIONS**

1	a)What is a product? Explain the chief characteristics of a product? b)Explain the different types of strategies of a product	[L1][CO1] [L2][CO1]	[5M] [5M]
2	a)Apply and explain the concept- levels of product on any household product . b)What is product? Explain in detail about the product lines and product mix	[L3][CO1] [L2][CO1]	[5M] [5M]
3	a)Explain in detail about the various types of consumer products b)Explain various classification of industrial products	[L2][CO1] [L2][CO1]	[5M] [5M]
4	a)How product line is a competitive advantage justify your Answer? b)List out the different product line of any MNC company.	[L5][CO1] [L5][CO1]	[5M] [5M]
5	a)The failure rate of new product is high. Do you agree? Give reasons. b)List out five points to elaborate the importance of new products for a business.	[L5][CO1] [L4][CO1]	[5M] [5M]
6	a)What is new product? Explain its importance in a society. b)Identify the various factor which is affecting the new product development and list it.	[L2][CO1] [L4][CO1]	[5M] [5M]
7	Product line decisions are crucial and vital in an enterprise. Discuss the factors Influencing the product line decision.	[L3][CO1]	[10M]
8	a)What is meant by universal product codes? What are its benefits in organizations? b)Barcodes are often overlooked as a method for cutting costs and saving time -justify	[L1][CO1] [L5][CO1]	[5M] [5M]
9	a)Product managers face many challenges in adapting to the changes in marketing environment –justify your answer. b)List the factors that influence the design of the product.	[L6][CO1] [L2][CO1]	[5M] [5M]
10	Consumers devote much time and effort in obtaining information and making comparisons in case of buying shopping products-comment.	[L6][CO1]	[10M]

**UNIT –II
UNDERSTANDING BRANDS**

1	a)Illustrate various steps in the process of brand management. b)“Brands are not a summation of physical attributes but rather the overall impressions of mental symbols and affective evaluations of attributes”. Illustrate the statement with five Indian examples.	[L1][CO2] [L5][CO2]	[5M] [5M]
2	a)Identify five established global brands. Explain the reasons for the global success of the brands you choose. b)What do you understand about Branding? Explain in detail about the benefits of Branding .	[L4][CO2] [L2][CO2]	[5M] [5M]
3	a)What is brand identity prism? Illustrate with the product “Dove”. b)Elaborate the sources of brand identity and explain in detail about the differences between brand identity and brand image .	[L3][CO2] [L2][CO2]	[5M] [5M]
4	a)Comment upon the significance of branding for consumer products in today’s competitive marketing environment. b)“A strong brand can give you the competitive edge to the organization” Comment on this statement	[L3][CO2] [L5][CO2]	[5M] [5M]
5	a)Highlight the importance of following elements in building a Brand: i) Brand symbol	[L2][CO2]	[2M]

	ii)Brand Logo iii)Packaging iv)Slogans b)Strong brand organizations have a high market share –comment on this.	[L2][CO2] [L2][CO2] [L2][CO2] [L5][CO2]	[2M] [3M] [3M] [5M]
6	a)Write short notes on : i)Commodity ii)Brands. b)How brand creates value for company and customer? Explain.	[L1][CO2] [L1][CO2] [L4][CO2]	[3M] [2M] [5M]
7	a)Explain brand image. Justify your answer – Brand Image is the base for any Business. b)What are the images a firm can take to build up its brand image? Mention a few outcomes of having a negative brand image in the market place.	[L5][CO2] [L5][CO2]	[5M] [5M]
8	a)A brand is much more than a product- Critically evaluate the statement. b) Brand identity is the total proposal/promise that an organization makes to consumers – justify your answer	[L3][CO2] [L4][CO2]	[5M] [5M]
9	a)Explain the significance and advantages of brand image b)Brand image” is the customer’s net extract from the brand-comment.	[L2][CO2] [L3][CO2]	[5M] [5M]
10	a)Analyze a concept commodity Vs brand b) commodity business need careful analysis why? Justify your answer	[L2][CO2] [L4][CO2]	[5M] [5M]

UNIT –III
MANAGING BRANDS AND BRAND EQUITY

1	a)What is brand extension? Explain the relevance of brand extension in the context of leveraging the value of a brand. b)Demonstrate various levels of brand hierarchy by taking passenger car segment of Tata Motors as an example	[L1][CO3] [L4][CO3]	[5M] [5M]
2	a)What is Revitalization and explain various methods implemented in revitalizing Brands? b)Brand revitalization does not always leads to success. Comment on this statement	[L2][CO3] [L5][CO3]	[5M] [5M]
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] [L1][CO3] [L1][CO3] [L1][CO3]	[3M] [3M] [2M] [2M]
5	a)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 b)What is brand value? Explain with the help of example . Does brand value can be measured?	[L5][CO3] [L2][CO3]	[5M] [5M]
6	a)Comment upon the significance of brand extension for consumer products in today’s competitive marketing environment b)Discuss different types of brand extension and explain the factors influencing decision for extension .	[L3][CO3] [L2][CO3]	[5M] [5M]
7	a)Comment on the brand extension? Discuss various strategies of brand extension. b)Describe few guidelines for brand extension.	[L3][CO3] [L2][CO3]	[5M] [5M]
8	What are brand loyalty programmes? Explain brand loyalty programmes in pharmaceutical Brands.	[L3][CO3]	[10M]
9	a)Define umbrella branding. Explain the significance of umbrella branding to build business. b)What is meant by umbrella branding? What is its importance in present organizations?	[L2][CO3] [L2][CO3]	[5M] [5M]
10	a)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.	[L5][CO3]	[5M]

	b)What is brand equity? Explain with examples how brand equity is build through different brand management methods .	[L3][CO3]	[5M]
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UNIT –IV
MEASURING & INTERPRETING BRAND PERFORMANCE

1	a)Explain the purpose of measuring a brand. b)Develop a research design for measuring brand image and brand attitude for a prominent brand of your choice in FMCG category	[L1][CO4] [L5][CO4]	[5M] [5M]
2	a)Why should brands be positioned? What are the steps involved in positioning a brand in the market place? Give two examples for good brand positioning b)What is the difference between product positioning and brand positioning? Illustrate the difference with five examples from the Indian market	[L4][CO4] [L3][CO4]	[5M] [5M]
3	a)Building successful brand positioning in a market like India is a challenge comment on the above Statement b)Effective brand positioning requires not only careful consideration of a brand's points of difference, but also its points of parity with other products. Justify.	[L4][CO4] [L5][CO4]	[5M] [5M]
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 c)Brand identity	[L1][CO4] [L1][CO4] [L1][CO4]	[3M] [3M] [4M]
6	a)Design the steps to create a good brand identity of Indian Tea products. b)How will you measure brand image of a product? List out the steps you will follow.	[L6][CO4] [L5][CO4]	[5M] [5M]
7	a)Develop the assessment procedure to know the good positioning level of Samsung Refrigerator. b)Why do brands need periodic assessment? What are the variables involved in assessing brands? How do you go about assessing a brand?	[L6][CO4] [L5][CO4]	[5M] [5M]
8	a)Explain the concept brand equity. b)List the various source for measuring brand equity of AMUL Products.	[L2][CO4] [L3][CO4]	[5M] [5M]
9	a)What is brand identity and discuss the step by step guide to creating a Powerful brand identity. b)How the "Brand equity management" system is established and how sources of brand-equity" and "customer-mindset" is measured?	[L3][CO4] [L5][CO4]	[5M] [5M]
10	a)"Brand is the most enduring asset of Organization." Elaborate this statement with reference to 'Brand Equity'. b)Elaborate on 'Brand Equity' and discuss various methods measuring Brand Equity in detail.	[L4][CO4] [L2][CO4]	[5M] [5M]

UNIT –V
BRANDING IN DIFFERENT SECTORS

1	a)Explain the importance of branding in customer sector. b)List out the features of banding in the customer sector with two examples of your choice.	[L1][CO5] [L4][CO5]	[5M] [5M]
2	a)Discus the significance of branding in different sectors. b)Bring out the differences between branding in consumer sector and industrial sector	[L2][CO5] [L3][CO5]	[5M] [5M]
3	a)List out the features of branding in the retail sector with two examples of your choice. b)Discuss about the branding strategies of Indian retail sectors	[L4][CO5] [L2][CO5]	[5M] [5M]
4	a)How retail sector is different from service sector? b)Suggest various steps to be followed while branding for service sector?	[L4][CO5] [L5][CO5]	[5M] [5M]
5	What brand promotion strategies you suggest to a retail business company?	[L6][CO5]	[10M]
6	a)Give a detailed account of branding in industrial sector b)Bring out the differences between branding in consumer sector and industrial sector	[L2][CO5] [L5][CO5]	[5M] [5M]

	and its impact on buying behavior.		
7	a)Discuss the guidelines for building a strong industrial brand. b)List the different problems involved in managing brands in the industrial sector.	[L1][CO5] [L3][CO5]	[5M] [5M]
8	List the characteristics of successful global brands.	[L2][CO5]	[10M]
9	a)Identify the various factors which is favoring to global brand. b)Explain the sources of opportunities for global brand and list out the global issues of branding .	[L3][CO5] [L2][CO5]	[5M] [5M]
10	a)Delineate various strategies that organizations can follow while selling the brand in a borderless world. b)Discuss the pros and cons of store branding for retail business .	[L3][CO5] [L1][CO5]	[5M] [5M]

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 grand 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.

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

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circumstances would a 'global strategy-local execution' approach be beneficial for a company? When and why should this approach be avoided?

Key words:

Brand management strategies, German, Beiersdorf, Nivea, one-product brand, product categories, 300 products, twin-strategy, brand extension, innovation-led product, customer-focused marketing, brand dilution.

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 Udhyog 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 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.

Case 6

Vaibhav and Rajan are two enterprising youth. They have passed out from a premier management institute. They decided instead of doing a job, they will launch fresh vegetables in Indian Marketing. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Vaibhav and Rajan fundraising was a serious handicap for Mass Production. However, the first trial batch of mushrooms that they produced was bought by star hotel in Pune. Further, the hotel placed orders for supply of 20kgs every day. Vaibhav and Rajan want to sell mushrooms in a very big way all over India.

How will you guide Vaibhav and Rajan in a) Product strategies? b) Brand Positioning. c) Brand Strategies.

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