

Registration No. :

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Total number of printed pages – 2

MBA
MBA 308A

Third Semester (Back/ Special) Examination – 2013
PRODUCT AND BRAND MANAGEMENT

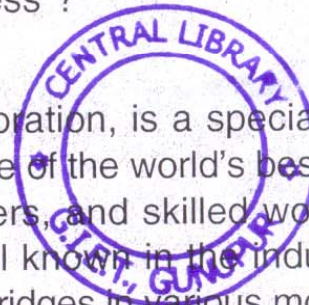
QUESTION CODE : D 516

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.
The figures in the right-hand margin indicate marks.*

1. Answer the following questions : 2×10
- (a) What is understood by Product Portfolio Management ?
 - (b) What is product architecture ?
 - (c) What is understood by brand leveraging ?
 - (d) What do you understand by brand equity ?
 - (e) What is brand resilience ?
 - (f) What is a shopping good ?
 - (g) What is a specialty service ?
 - (h) What is an industrial good ?
 - (i) What is understood by goods in process ?
 - (j) Why is packaging necessary ?
2. Jose Nelson, the CEO of Sky Bridge Corporation, is a specialist in airport planning and designing. He has laid out some of the world's best airports. He has a team of top class architects, engineers, and skilled workers. Jose's weakness for aerobridges at airports is well known in the industry. He has erected some of the most well planned aerobridges in various modern airports across the world. Sky Bridge is a highly rated company in the industry and Jose Nelson has been acclaimed world over as a super talented space management expert in the airports. His aerobridges are so well planned that minimum space is acquired by the aerobridges in the airports providing ample space for aircraft parking and movement on the tarmac as well as cargo movement.



P.T.O.

Jose has been told by his marketing team that India has been undergoing rapid expansion in building airport infrastructure and new airports. Jose considers this as an opportunity to make foray into this large country with a huge market potential. His market research team makes a professional tour of India's two-tier and three-tier cities to begin with, where either airports are being planned to be built or modernization and expansion plans are underway. Not many of these cities have facilities of aerobridges, which can take the passenger directly from the departure lounge of the airport into the aircraft's cabin or which can carry passengers from inside the cabin of the aircraft to the arrival lounge directly in the controlled environment without subjecting the passengers to natural environment of the city.

The new Bhubaneswar airport terminal has provision for two aerobridges, but Jose Nelson's men see opportunity for installing more aerobridges in the airport terminal.

How would Jose's men sell the idea of installing more aerobridges at the Bhubaneswar airport to the Airport Authorities ? Use your knowledge of Product and Brand Management to explain the deal that is to take place, with eventual success. 10

3. How is branding decision arrived at? Justify your answer with example. 10
4. What is understood by BCG Matrix ? Elaborate when a product is to be dropped as per BCG Matrix. 10
5. Explain new product development stages with example. 10
6. Explain product demand pattern and trend analysis with example. 10
7. How is a global brand developed ? Explain with example in detail. 10
8. What is understood by co-branding strategy ? Give an example of co-branding and explain how it helps in marketing of the product ? 10

