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

MBA II Year I Semester Regular Examinations Nov/Dec 2019

PRODUCT AND BRAND MANAGEMENT

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

1 Explain the New Product Development process in detail. 10M

OR

2 a What are the factors that influence the design of a product? 5M

b Briefly discuss types of consumer products with suitable examples. 5M

UNIT-II

3 What is the need of brand identity? Discuss different sources of brand identity. 10M

OR

4 What are the various dimensions of Brand Image? Explain in detail. 10M

UNIT-III

5 a List out the factors that influence the decision of brand extension. 5M

b What is brand personality? Explain the role played by brand personality in Promoting products. 5M

OR

6 a How do you create and manage brand equity? 5M

b What is brand loyalty? Mention the measures to be taken for building brand loyalty. 5M

UNIT-IV

7 a What is meant by brand audit? Explain it in detail. 5M

b Discuss the process of brand positioning and its objectives. 5M

OR

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

UNIT-V

9 Distinguish between branding a product and a service. 10M

OR

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

SECTION – B

(Compulsory Question)

CASE STUDY

1 x 10 = 10 Marks

Branding by sports persons started with worldtel, whose advertisement was done by a famous cricketing personality. Till that time, cricketers used to appear for advertisements, more on individual contact and not as part of a brand management effort of any sort. This was the first time that an organization offered to manage a sports personality over a five year term. The efforts of the brand management would involve types of endorsements, Time schedule management, etc. For the first time top cricket players started talking in terms of seven figure endorsement incomes over a longer time frame. Most of the top sports celebrities are being managed by such brand managing firms.

Q1.List out the steps that a firm should take to create and manage a good brand image for the personalities involved.

Q2.How to assess the brand equity in the above case?

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