



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

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QUESTIONBANK (DESCRIPTIVE)

**Subject With Code: Product and brand management (18MB9034)
Year & Sem: II MBA III Sem**

**Course: MBA
Regulation: R18**

UNIT-I

1. What is a product? Explain the chief characteristics of a product?
2. Explain the concept and characteristics of a product.
3. Briefly discuss types of consumer products with suitable examples.
4. What is meant by product line? List out the different product lines of any MNC company.
5. Explain the following:
 - a) Product Mix
 - b) Product Line Length
 - c) Product mix width
6. What is a new product? Explain its importance in market.
7. Explain in detail about New Product Development process.
8. What is Universal Product Code? Explain its significance.
9. Enumerate the factors that influence the design of the product.
10. What are the factors that affect product management with an Example?

UNIT-II

1. Define brand. What are the functions of brand in market?
2. Discuss significance of brand in the market.
3. What is the need of brand identity? Discuss different sources of brand identity.
4. Explain the dimensions of brand identity.
5. Explain the importance of brand image building.
6. What are the various dimensions of Brand Image? Explain in detail.
7. Explain the difference between commodity and brand with suitable examples.
8. What are the factors which attracts brand identity?
9. Explain the significance and advantages of brand image.
10. Discuss different types of brand.

UNIT-III

1. What is meant by brand hierarchy? List out different types of brand hierarchy.
2. Explain the significance and advantages of brand hierarchy.
3. What is brand personality? Explain the role played by brand personality in Promoting products.
4. Write short notes on the following
 - a) Brand personality
 - b) Brand identity
 - c) Brand hierarchy
5. What are the advantages and disadvantages of brand extension? Discuss briefly.
6. List out the factors influencing decision for brand extension
7. How do you create and manage brand equity?
8. What is brand loyalty? Mention the measures taken for building brand loyalty.
9. Discuss umbrella branding in detail.
10. Write short notes on
 - a) hard core loyalty
 - b) split loyalty
 - c) Shifting loyalty
 - d) Switchers

UNIT-IV

1. Explain the purpose of measuring a brand.
2. What is brand positioning? Distinguish between brand positioning and brand development.
3. Discuss the process of positioning a new brand in the market.
4. Discuss brand equity measuring system
5. What is meant by brand audit? Explain in detail.
6. Explain the concept to measuring the sources of brand equity.
7. List the objectives of brand assessment and outline its process.
8. Discuss the process of brand positioning and its objectives.
9. What is brand identity and discuss the step by step guide to create a Powerful brand identity.
10. Discuss assessment of brand image.

UNIT-V

- 1.Explain financial aspects of a brand.
2. Discuss the significance of branding in different sectors.
- 3.Explain the importance of branding in customer sector.
- 4.Explain the concept of branding in service sector.
- 5.Give a detailed account of branding in retail sector.
6. Give a detailed account to branding in industrial sector
- 7.Discuss the guidelines for building a strong industrial brand.
- 8.List the characteristics of successful global brands.
- 9.Distinguish between branding a product and branding a service.
10. Discuss the global issues in building the brand.

Case study 1:

Gujarat corporative milk marketing federation, wanted to launch their butter as a branded product. So after a lot of deliberation they created the brand Amul with a prominent company. Among all the corporative federations in India, this was the only federation to create a brand name and market their products across India. As a part of this branding effort they created the Amul girl series of advertisements with captured the latest current events and punch lines as huge cutout posters in prominent places in each city. This led to a large percentage or the population seeing these advertisements on a regular basis and resulted in creating a recall in the minds of the customers. It was so well established that even when the Original promoters of the brand decided to part ways with the federation, the brand sold well due to its exceptional image in the minds of the consumers.

(a) Explain the possible reasons why Brand Amul became the success it is today.

(b) Explain the principles of brand building and brand image creation that you feel Amul followed

Case study 2:

Volvo case

Volvo adopted a new design approach in the 1990's. This update of the brand's product design, called "Revolution", provided a remarkable boost to brand perception. The influence of revolution has been truly visible in the design of the recent Volvo models that incorporate consistent, easily recognizable, design features. But more than just focusing on a few details of the car, revolution has concerned a considerable shift in thinking towards a more distinctive Volvo identity. The new Volvo design approach has a strong strategic basis. On the one hand, the new design language marked a revolutionary shift in the Volvo design history from the era of "boxy" design emphasizing functionality-that had become a trademark of the brand-to an approach stressing dynamical and emotional characteristics. On the other hand, and most importantly, the new approach is still grounded on the prevailing Volvo core identity attributes, safety and Scandinavian values that have a

long history and form a major part of the perception of Volvo brand. The new approach is yet another evolutionary phase in the Volvo design history.

The design elements not only include physical references to certain historical Volvo models. The new design approach seems to preserve the brand heritage well and thus strongly maintain brand recognition. The corner stone of the brand, safety has still been kept as the main point of focus. The key concept of Volvo design, “emotion with safety”, is communicated through various design features and characteristics. Consistently used and strategy-driven design has strengthened the position of Volvo as one of the most distinctive brands in the automotive industry.

Questions:

- (a) What are the factors that are considered by Volvo while adopting a new design approach in 1990’s?
- (b) How does an emotional touch of consumer with the product will affect design and redesign of a product?

Case study 3:

Branding sports persons started with worldtel, capturing a famous cricketing personality. Till this 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.

- (a) List out the steps the firm can take to create and manage a good brand image for the personalities involved.
- (b) How do you think such brand should be assessed? How often should it be undertaken?

Case study 4:

Launching New Soup A Food Company wants to develop a new Soup to enter the healthy soup market .the new soup will consist of vegetables proteins and fibre and will be positioned as a complete meal. The company has to compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market. You are the head of the committee and chairman of the company wants that launch be successful. You have been asked to think about the brand name, its positioning in the market and other things about its successful Launch.

Questions:

1. You have been assigned the task of launching new soup in the market .Discuss your elements of Launch mix.
2. Suggest how you would position your product in the market.
3. Suggest appropriate Brand name for the new soup you plan to launch in the market. Justify your choice.