

Product and Brand management

(60 marks)

- Q1 would be compulsory and would carry 20 Marks
- In addition to Q1, there are six questions. Each question carry 10 Marks. Each of these Six Questions have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question;
- students have to attempt any two out of three sub – questions

Q1) Discuss the case study with answers of following questions

(20 marks)

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.

Q2 Any two from (a) or (b) or (c) -----

(5x2) = 10 Marks

- a) Define Product. Explain its levels
- b) Write brief note on:- Functions Of Product Managers
- c) What are Factors Affecting Product Mix?

Q3) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) Explain in brief General Electric Nine Cell Matrix
- b) What are the strategies concerning the stage of Product Life Cycle?
- c) Write in detail New Product Development Process

Q4) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What are the ways of Consumer Goods Market Testing?
- b) Write in brief management implications of PLC.
- c) What are the Challenges of Branding?

Q5) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What is Brand Architecture?
- b) Write a note on Corporate Brand.
- c) Explain in brief The Two-Dimensional Kapferer Brand Identity Prism.

Q6) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What are Types Of Brand Names?
- b) Explain in detail about Brand Equity
- c) With help of example write a note on Brand Extension.

Q7) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What are decisions taken at the time of Product Launch?
- b) Explain in brief the Business Analysis in NPD.
- c) Write a detail note on Branding.