

SET 3 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)

Indian Wheat flour market is witnessing a lot of changes, with many FMCG companies, Indian as well as MNCs, launching wheat flour. This segment is growing fast and every player wants to corner a significant share of it. Leading the way is Aashirvaad Shudh Chakki Fresh Aata. There are many other companies like Fortune Chakki Fresh Atta, Patanjali Traditional Whole Wheat Chakki Fresh Atta, Nature Fresh Sampoorana Chakki Fresh Atta, Organic Tattva Wheat Flour etc. You are a product manager-in charge of in a FMCG company which also intends to enter wheat flour segment.

(a) As a product manager what will be your strategies Gestation and Launch Strategy in PLC.

(10 marks)

(b) What are the factors which would influencing product portfolio?

(10 marks)

Q2) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- Explain the need/importance of product management.
- Define Product. Explain its levels
- Write note on Strategic Business Unit.

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

- What is meant by Portfolio Analysis? Write any one tool of analysis.
- Explain in brief the concept of Product Life Cycle
- How is Product Development done in NDP?

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

- Write in brief about Market Testing.
- Write the Introduction Vs Maturity Stage of Product Life Cycle:
- What different Types of Financial Decisions taken?

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

- What is Branded Houses? Give examples
- Write brief note on Brand Identity.
- Explain in brief Brand Anatomy

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

- a) What are the criteria of Brand positioning?
- b) Explain in brief elements of Brand Equity
- c) What are Successful Brand Identity: Six Elements?

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

- a) Write a brief note on function of Product Manager.
- b) How BCG differs from GE Matrix?
- c) Explain the concept of Brand and Branding