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**Presidency University**

**Bengaluru**

**School of Management**

**Make-up Examination - July 2024**

**Semester**: III

**Course Code**: MBA3060

**Course Name**: Product and Brand Management – Concepts and insights

**Department:** SOM

**Date**: 04-07-2024

**Time**: 9:30am – 12:30Pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than the roll number.*
3. *The question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Explain the purpose of the BCG Matrix in product portfolio planning. (C0:1) [Knowledge]
2. What are the four growth strategies outlined in the Ansoff Matrix? Provide a brief description of each. (C0:1) [Knowledge]
3. Define product bundling and explain its role in pricing strategy. (CO:1) [Knowledge]

1. What is the difference between brand identity and brand image? (CO:2) [Knowledge]
2. Define Customer-Based Brand Equity (CBBE) and explain its importance. (CO:2) [Knowledge]

1. List and briefly describe the six facets of the Brand Prism. (CO:2) [Knowledge]
2. What are brand elements, and why are they important in building brand equity? (CO:3) [Knowledge]
3. Define integrated marketing communications (IMC) and explain its role in building brand equity. (CO:3) [Knowledge]
4. What is co-branding, and how can it benefit both brands involved? (CO:3) [Knowledge]
5. What is a brand audit, and what are its key components? (CO:4) [Knowledge]
6. Define sensory branding and provide an example of how it can be used to enhance brand equity. (CO:4) [Knowledge]
7. What is brand valuation, and why is it important for businesses? (CO:4) [Knowledge]

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Using the GE/McKinsey Business Screen, evaluate a company with a diverse product portfolio. Discuss how this tool helps in prioritizing products for investment. (CO:1) [Application]
2. Identify a real-world example of a company that effectively uses product bundling. Analyze how the pricing strategy for the bundles impacts their market share and profitability. (CO:2) [Application]

1. Using the CBBE model, analyze how a well-known brand (e.g., Apple, Nike) has built its brand equity. Provide specific examples to support your analysis. (CO:2) [Application]
2. Identify a brand that has successfully introduced a new product or brand extension. Discuss the steps they took to ensure the success of this introduction and the impact on their overall brand equity. (CO:3) [Application]

1. Select a global brand and analyze how it manages its brand across different geographic boundaries and market segments. Discuss the strategies it uses to maintain brand consistency and relevance. (CO:4) [Application]
2. Identify a brand that has successfully rejuvenated itself after a period of decline. Describe the steps taken and the impact on the brand's equity and market position. (CO:4) [Application]

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Case Study: XYZ Electronics

XYZ Electronics is a company that offers a wide range of consumer electronics, including smartphones, laptops, tablets, and smart home devices. The company has been facing intense competition and wants to refine its product portfolio strategy to improve its market position.

Case Study Questions:

1. Using the Ansoff Matrix, suggest potential growth strategies for XYZ Electronics. Provide a rationale for each strategy proposed. (8 marks) (CO:1) [Analysis]
2. Evaluate XYZ Electronics' current product portfolio using the BCG Matrix. Identify which products are stars, cash cows, question marks, and dogs. Recommend actions for each category. (7 marks) (CO:2) [Analysis]
3. Discuss the importance of brand architecture strategies in managing a portfolio of brands. Compare and contrast different brand architecture strategies (e.g., house of brands vs. branded house) and provide examples of companies using each approach. Analyze the advantages and disadvantages of each strategy in terms of brand equity. (15 marks) (CO:4) [Analysis]