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**Subodh Management Institute**

**MBA III Semester**

**M-323**

**Product & Brand  
Management**

**Sample Questions**

**Part A: Short answer question (up to 25 words)**

**Part B: Analytical/ problem Solving questions**

**Part C: Descriptive/ Analytical/ Problem Solving/  
Case questions.**

## **Part A: Short Answer questions**

### **Unit I: Setting Product Strategy**

1. Explain the importance of concept of packaging and labeling.
2. What do you mean by Product Mix and Product Line?
3. What is 'Marketing Mix'? Also give an example.
4. Write any four characteristics of Product with example.
5. Name the levels of a product with an example.
6. What do you mean by product strategy?

### **Unit II: Introducing New Market Offerings and Managing Product Life Cycle**

7. Outline the concept of 'Product Life Cycle'.
8. What do you understand by consumer adoption process
9. What are different adopter categories?
10. Name the types of new products.
11. List the steps in consumer adoption process.

### **Unit III: Brand Management**

12. What do you mean by 'brand'? Name any two brands of your choice.
13. Name the important brand elements with examples.
14. Write any four advantages of branding.
15. Write any four disadvantages of branding
16. Differentiate between logos and symbols.
17. Write different types of brand names according to Landor Associates.
18. Explain term 'slogan' with help of example.
19. Does packaging is considered as brand element? Give reasons.
20. What can be branded?

### **Unit IV: Brand Resonance and Brand Positioning**

21. Explain the concept of Brand Positioning.
22. What is meant by repositioning?
23. What is meant by points-of-difference?
24. What do you mean by straddle positioning? Give suitable example.
25. What is a Brand Mantra?
26. What is meant by brand value chain?
27. What do you understand by brand resonance?

### **Unit V: Brand Identity, Image and Personality**

28. What are dimensions of brand image?
29. What do you understand by brand identity?
30. What is meant by brand personality?
31. What are dimensions of brand personality?
32. Write any four significance of brand identity.
33. Define brand image.

### **Unit VI: Understanding Brand Equity and Brand Valuation**

34. Define brand equity.
35. Name sources of brand equity.
36. Write any four significance of brand equity.

### **Unit VII: Managing Brands over Time and over Geographic Boundaries**

37. What do you understand by brand extension?
38. What is meant by brand revitalization?
39. Explain the concept of global brand strategy.
40. Write any four advantages of brand extension.
41. Write any four disadvantages of brand extension.
42. What is brand reinforcement?
43. Write any four advantages of global marketing programs.
44. Write any four disadvantages of global marketing programs.
45. Why brand extensions are needed?

### **Unit VIII: Emerging Trends in Brand Management**

46. What is experiential branding?
47. What is meant by web branding?
48. Explain concept of digital branding.
49. Write any four challenges for managing digital brands.
50. List four success factors for digital branding.

## **Part B: Analytical/Problem solving questions**

### **Unit I: Setting Product Strategy**

1. Explain the classification of Product on basis of end user.
2. Describe the important product mix decisions with help of examples.
3. What are the options available for pricing Product Mix? Explain with examples.
4. Suppose you are a product manager in XYZ Company. Explain the important product line decisions for which you are responsible.
5. Describe the integrated approach of Marketing Mix and Product Strategy.
6. Differentiate between goods and services.

### **Unit II: Introducing New Market Offerings and Managing Product Life Cycle**

7. Explain the new product development process with help of diagram.
8. Describe the product manager's role in organization.
9. Explain types of new products with examples.
10. Discuss the marketing strategies options available for each stage of Product Life Cycle.
11. Describe in detail the consumer adoption process and adopter categories.
12. Explain the characteristics of each stage of product life cycle.
13. Why there is need for analyzing consumer adoption process and adopter categories.

### **Unit III: Brand Management**

14. What are brand elements? What are the criteria to be taken care off while choosing brand elements? Discuss.
15. Discuss the important brand elements options available for a sports merchandise company.
16. Explain the strategic brand management process with diagram.
17. Name five brands you like most and give reasons for your preference.
18. Can you think yourself as a brand? What do you do to brand yourself?

### **Unit IV: Brand Resonance and Brand Positioning**

19. Define positioning and explain how companies do it.
20. Discuss the important types of brand positioning strategies.
21. Differentiate between points-of-parity and points-of-difference.
22. Explain the process of brand positioning.
23. Describe the concept of brand mantra and how companies design brand mantras.

24. Discuss the steps in building a strong brand.

### **Unit V: Brand Identity, Image and Personality**

25. What are the elements of brand personality? Explain.

26. Explain the concept and features of brand personality.

27. Explain the factors building brand image.

28. Discuss the concept of brand identity and Kapferer's brand identity prism.

29. How Aaker's brand identity concept is different from Kapferer's brand identity concept?

### **Unit VI: Understanding Brand Equity and Brand Valuation**

30. Define brand equity and explain any four sources of brand equity.

31. Explain cost based method of measuring brand equity.

32. Explain Aaker's brand valuation model.

33. Throw light on Keller's model of brand valuation.

34. Discuss the composite brand valuation model.

35. Explain the concept of customer based brand equity.

### **Unit VII: Managing Brands over Time and over Geographic Boundaries**

36. What do you mean by brand revitalization? Mention any four strategies of revitalization.

37. Explain the concept and strategies of brand reinforcing and revitalization.

38. Discuss the meaning, need and advantages of brand extensions.

### **Unit VIII: Emerging Trends in Brand Management**

39. Discuss the concept of web branding and experiential branding.

40. Explain the challenges for managing digital brands and success factors for digital branding.

41. How companies manage brand experience in present times?

## **Part C: Descriptive/ Analytical/ Problem Solving/ Case questions**

### **Unit I: Setting Product Strategy**

1. Describe the classification of consumer products with examples.
2. Explain the concept of integrated approach to marketing mix and product strategy.
3. How product mix and product line concept can be described? Discuss the important product mix decisions for a product manager.
4. What are factors that influence the product mix decisions? What are the constituents of a product mix? Explain the following terms:
  - (a) Product width
  - (b) Product depth
  - (c) Product length
  - (d) Product consistency

### **Unit II: Introducing New Market Offerings and Managing Product Life Cycle**

5. Discuss the concept of product life cycle and marketing strategies applicable to each stage of PLC.
6. Explain the concept of new product and its development process in detail.
7. 'Consumer adoption is the end-to-end process of product awareness to product integration into a customer's life.' Comment.
8. Briefly describe the various stages of product life cycle. How would you use the PLC to plan future investment or divestment for a mature product category like bathing soap?
9. Discuss the process of new product development with the help of an illustration of consumer non-durable product. What measures would you suggest to prevent the failure of a new product?

### **Unit III: Brand Management**

10. Describe the strategic brand management process in detail.
11. Explain the concept of brand. Also discuss the various brand elements and criteria for selecting brand elements.

### **Unit IV: Brand Resonance and Brand Positioning**

12. 'Brand positioning refers to target consumers' reason to buy a particular brand in preference to other.' Comment. Explain brand positioning strategies with suitable examples.
13. Describe the concept and significance of brand value chain.

## Unit V: Brand Identity, Image and Personality

14. Describe the concept and essence of brand identity. Also explain the Kapferer's brand identity prism with suitable example.
15. Discuss the concept of brand personality. What are dimensions of brand personality? How brand personality is build? Explain.
16. Define brand image. Explain the factors building brand image. Does concept of brand image and brand personality similar?
17. Brand Identity is the cause and brand image is the effect. Comment. Also explain Kapferer's brand identity prism.

## Unit VI: Understanding Brand Equity and Brand Valuation

18. Discuss the concept and significance of Brand Equity. Also explain the various methods of measuring brand equity.
19. Explain the sources of brand equity and behavior based brand valuation models.
- 20. Case Study : Brand Equity in Acid Reflux**

A targeted effort that supported the 2001 launch of AstraZeneca's gastroesophageal reflux disease (GERD) treatment Nexium (esomeprazole) struck a fine balance in building brand equity while encouraging appropriate use of the new medication. Nexium succeeded Prilosec (omeprazole), the long-time market-leading proton pump inhibitor (PPI) that achieved US sales of \$3.7 billion in 2001. Research showed that patients could benefit from another treatment alternative. Nexium was launched to the medical community on the strength of data comparing it with Prilosec. Nexium hit the market with support befitting a potential megabrand-extensive direct-to-consumer television and print campaigns, along with direct communication with self-identified frequent heartburn sufferers who previously requested information from AstraZeneca about treatment options. To accelerate long-term growth, the marketing team sought to build a documented brand presence among others who may suffer from GERD and collaborated with Reader's Digest to reach 380,000 US households whose residents meet that criterion. The goal was to give a concentrated group of chronic heartburn sufferers an early introduction to Nexium and imprint them with a favorable image of the brand. It was significant that recipients had requested those communications from a trusted publication, "Viewpoints on Health," a custom information source that Reader's Digest sends to subscribers who have requested specific information-diagnosis, treatment, products-about ailments suffered by a member of their household. The magazine's database includes subscriber households reporting more than 30 ailments, with total ailments ranging from 250,000 to more than 1.5

million. “Heartburn households” received two 16-page “Viewpoints on Health” booklets inside their July and August 2001 issues of Reader’s Digest. Content created by the Digest creative services department educated readers about the implications of recurring heartburn, treatment options, and health tips ranging from diet to meditation. In each booklet, a four-page advertising insert described the potentially serious nature of acid reflux disease and emphasized that only a doctor can diagnose it. The insert included a free seven-day trial certificate-requiring an accompanying prescription for pharmacy redemption-to encourage patients to discuss with their doctors whether Nexium might be the right treatment for them. To gauge the project’s impact, Reader’s Digest studied recipients’ involvement with the material. Their analysis revealed that approximately 90 percent of recipients recalled the booklets, two-thirds reported that they read most of the content, and of those, 83 percent rated the content good or excellent. Fully two-thirds of recipients recalled the product ads and 47 percent confirmed that the association with Reader’s Digest added to their credibility. Trustworthy consumer information is the cornerstone of pharma marketing. Judging from the substantial consumer feedback, a helpful booklet helped connect credible content with Nexium as a treatment option for acid reflux disease. AstraZeneca’s collaboration with a respected publication enhanced the brand’s reputation with heartburn sufferers. That’s the essence of all successful advertising.

Questions:

1. Analyze how Nexium developed its brand equity in acid reflux.
2. Evaluate the role of Reader’s Digest in establishing the brand equity for Nexium.

### **Unit VII: Managing Brands over Time and over Geographic Boundaries**

21. How can a company manage brands over geographical boundaries? What are its advantages and disadvantages?
22. Describe the concept of brand extensions and types of brand extensions with suitable examples.

### **Unit VIII: Emerging Trends in Brand Management**

23. Explain how evolving technology such as the social media and the internet is facilitating faster dissemination of information for global brands with suitable examples.
24. Discuss the emerging trends in brand management with examples.