

January – February 2022
Master of Business Administration (MBA) Examination

(Full Time) (New) Third Semester
FT-303M : PRODUCT AND BRAND MANAGEMENT

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions from Section A. Each question carries 15 marks. Section B is compulsory and carries 20 marks.

Section A

1. (a) Explain the Extended Product Life Cycle, characteristics and strategies for each stage with appropriate examples.
(b) What relationship exist between Marketing and Product Management ?
2. (a) Explain the strategies to manage the brand over the time period through Revitalization and Reinforcement.
(b) How do you select Brand Elements and their role in Brand Building ?
3. (a) Test marketing is the major tool for the commercialization stage of New Product Development. Discuss.
(b) What is Brand Equity ? What are the main components of Brand Equity ?
4. (a) Explain various stages of Brand Value Chain.
(b) Brands have physical as well as psychological features, explain with help of an example.
5. How Aaker's Brand Equity Model help in defining brand equity as a set of assets and liabilities linked to a brand ?
6. Discuss :
(a) Co-branding (b) BRADZ (c) Brand Audit
(d) Brand Positioning (e) Celebrity Endorsement.

Section B

7. Read the case and answer the questions below :

Raymond's – 'The Complete Man'

Raymond group is the world's largest integrated manufacturer of worsted fabric. It dominates the Rs. 16 billion worsted textile market with 60% market share. The Complete Man theme has been around for more than two decades. Sophistication and Elegance have been the brand's hallmark in terms of its communication strategy. In the textile industry, Raymond's was the first to shift its focus from the product to an individual's personality with its advertising campaign. The initial advertisement started with the slogan 'the guide of the well -dressed male', later the positioning change to 'the complete man'.

Rajeev Agarwal, of Nexus equity, created 'The Complete Man' campaign. Raymond's Complete Man stood for Metro sexual, caring, family person who was very different from the way men were portrayed in the 70s and 80s. According to Mrinmoy Mukherjee, director -marketing, 'That was the Angry Young Man era. But The Raymond man was softer, and every communication created showed the changes happening around the Alpha male'.

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Thus the protagonist of Raymond was born - sometimes a caring father, at other times a doting husband or a sincere friend and, always looking elegant in Raymond suit. Some of the advertising made by Nexus even did away with the mandatory product shots in the advertisement and just concentrated on the man and his qualities.

Beside the man, another constant in all remind advertisements since the 90s has been the signature tune playing in the background. The absence of spoken words in the advertisement makes it easier for adoption to local TV channels without translation.

Agarwal says 'The Complete Man' came about because he wanted to create something that could look at the brand over a decade's Horizon and still be relevant'. Today, the campaign lives on. The ideal word to express the man in the advertisement is 'warm'. Having written the spotlight on the complete man, the brand also focus is on the fabric now, hence, the tagline - 'Feels Like Heaven's. Like Virtually every brand today, remind is also present on Facebook and uses the platform to connect with its customers. The 87 year old brand does this by either putting a regular styling tip on its page or launching events such as The Raymond Model Hunt contest.

Questions :

- (1) Why did the brand portrayed the image of carrying man in the 1970s and 80s when the image of Macho Man was part of the public imagination ?
- (2) Discuss the dimensions of Raymond Brand Personality.
- (3) 'Brands are capable of triggering associations in the minds of consumers, and these need not be based solely on utilitarian or functional approach.' Discuss with context to Raymond.

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