

“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-

- |     |  |          |
|-----|--|----------|
| i.  | Analyze how Nexium developed its brand equity in acid reflux.                    | <b>5</b> |
| ii. | Analyze the role of Reader’s Digest in establishing the brand equity for Nexium. | <b>5</b> |

\*\*\*\*\*

Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS5EM01 Product & Brand Management

Programme: MBA

Branch/Specialisation: Management /  
Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- |     |      |  |          |
|-----|------|--|----------|
| Q.1 | i.   | Considering types of retailers, store which only carries limited product line is classified as       | <b>1</b> |
|     |      | (a) Specialty stores (b) Departmental store  |          |
|     |      | (c) Discount store (d) Super store   |          |
|     | ii.  | Products that are bought to be used in conduct of business is called-                                | <b>1</b> |
|     |      | (a) Consumer products (b) Industrial products  |          |
|     |      | (c) Augmented products (d) Core customer value   |          |
|     | iii. | In product life cycle maturity stage, marketing objective is to-                                     | <b>1</b> |
|     |      | (a) Create product awareness   |          |
|     |      | (b) Maximize the market share  |          |
|     |      | (c) Defend market share and profits  |          |
|     |      | (d) Reduce expenditure   |          |
|     | iv.  | After concept testing, a firm would engage in which stage in developing and marketing a new product? | <b>1</b> |
|     |      | (a) Idea screening (b) Business analysis   |          |
|     |      | (c) Product development (d) Marketing strategy development   |          |
|     | v.   | _____ includes two aspects of a brand- its personality and its associations.                         | <b>1</b> |
|     |      | (a) Brand Attitude (b) Brand Association   |          |
|     |      | (c) Brand Relationship (d) Brand Image   |          |
|     | vi.  | Brand names provide information about which of the following elements.                               | <b>1</b> |
|     |      | (a) Taste (b) Durability (c) Content (d) All of these  |          |

[2]


- vii. Brand associations developed with above-the-line techniques use which one of the following as the primary element? **1**  
 (a) Public Relations (b) Digital media  
 (c) Direct Marketing (d) Advertising
- viii. \_\_\_\_\_ is the added value endowed on services and products. **1**  
 (a) Brand value (b) Brand strategy  
 (c) Brand equity (d) Brand Image
- ix. Estimation of total brand value in financial terms are classified as **1**  
 (a) Brand audit (b) Brand tracking  
 (c) Brand valuation (d) Liabilities evaluation
- x. Series of procedures in which customer is focused, help to assess brand's health and leverage equity are classified as **1**  
 (a) Brand audit (b) Brand tracking  
 (c) Brand valuation (d) Brand evaluation
- Q.2 i. What do you mean by product-focused organization? Explain. **3**  
 ii. Discuss relationship between product management and marketing management. **5**
- OR iii. Elucidate the factors which affect the design of a product. **5**
- Q.3 Attempt any two:  
 i. Explain the concept of product life cycle. Suggest appropriate strategies which can be adopted at its various stages. **4**  
 ii. Write a detailed note on process of development of new product. **4**  
 iii. With the help of suitable examples explain the factors that can be responsible for the failure of a new product. **4**
- Q.4 i. Describe brand equity. **3**  
 ii. "People have more faith in brands rather than products". Critically analyze the statement with role and importance of branding. **5**
- OR iii. Explain brand extension along with its strategies. **5**
- Q.5 i. Define brand loyalty. **2**  
 Attempt any two:  
 ii. Explain the brand positioning strategies with suitable examples. **3**  
 iii. Discuss the different types of brand extension strategies used by brand managers. **3**

[3]

- iv. How strong brand equity and brand image can be built? Describe. **3**
- Q.6 Attempt any two:  
 i. What are the different methods of brand valuation? Explain. **4**  
 ii. Elaborate the concept of brand value chain with diagram? **4**  
 iii. Write notes on: **4**  
 (a) Brand audit (b) Brand revitalization
- Q.7 Case Study  
 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.

[2]

## Scheme of Marking

	Faculty of Management Studies End Sem Examination Dec-2023 <b>Product &amp; B. Management</b> Programme: <b>MBA</b> Branch/Specialisation:	
---	---	--

Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	Specialty store	1
	ii)	Industrial product	1
	iii)	Defend the market share & profit	1
	iv)	Marketing strategies	1
	v)	Brand image	1
	vi)	All of the above	1
	vii)	Advertising	1
	viii)	B. Equity	1
	ix)	B. valuation	1
	x)	Brand audit	1
Q.2	i.	Det. - 1.5 x 2	3
	ii.	Rel. → 2.5 x 2	5
OR	iii.	5x1 → factors	5
	iv.		
Q.3	i.	PLC - 2 + 4 stages (1+3)	4
	ii.	NPD - process - 4	4
OR	iii.	NP failure → 2+2 (ex)	4
Q.4	i.	B. Equity - 3 marks	3
	ii.	Role & Impo → 2.5 x 2	5
OR	iii.	B-extension - (2+3)	5
Q.5	i.	B. Loyalty - 2 marks	2
	ii.	B. Positioning - 1.5 x 2	3
OR	iii.	3 types - 3x1	3

[3]

5	(iv)	B. Eq. + I & Rel. → 3.	3
Q.6			
	i.	4x1 → Methods.	4
	ii.	3+1 → B-value & Diagram	4
	iii.	2x2 → Short notes	4

mkty.

Q.7. Case study \*\*\*\*\* - 5 \* 5 = 10

(i) B equity → 5

(ii) Roles of B equity - 5

As per content