

[4]

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|---|---|
| (a) Suggest a suitable title for the case.  | 1 |
| (b) What are the role played by product manager in the following case? Explain each role. | 4 |
| (c) Explain the vast skills set used to test product managers.                            | 5 |

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Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies  
End Sem (Odd) Examination Dec-2019  
MS5EM01 Product and 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.

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|-----|-------|--|---|
| Q.1 | i.    | Which of following is not a feature of product?                | 1 |
|     |       | (a) Tangibility (b) Planning                                   |   |
|     |       | (c) Exchange value (d) Customer satisfaction                   |   |
|     | ii.   | Product design is affected by:                                 | 1 |
|     |       | (a) Customer requirement (b) Maturity                          |   |
|     |       | (c) Growth (d) Decline   |   |
|     | iii.  | Theory of product life cycle was developed in year:            | 1 |
|     |       | (a) 1965 (b) 1968 (c) 1967 (d) 1966                            |   |
|     | iv.   | First step of process of new product development               | 1 |
|     |       | (a) Test marketing (b) Concept development and testing         |   |
|     |       | (c) Idea generation (d) Product development                    |   |
|     | v.    | Which of the following is not a global brand?                  | 1 |
|     |       | (a) Microsoft (b) Apple (c) Google (d) LIC                     |   |
|     | vi.   | Which of the following is not demographic market segmentation? | 1 |
|     |       | (a) Geographic (b) Age   |   |
|     |       | (c) Gender (d) Religion  |   |
|     | vii.  | The following is/are the basis of brand associations:          | 1 |
|     |       | (a) Point of purchase (b) Advertisement                        |   |
|     |       | (c) Quality of product (d) All of these                        |   |
|     | viii. | 'Take Care' is associated with:                                | 1 |
|     |       | (a) Lux (b) Dove (c) Garnier (d) Ayur                          |   |
|     | ix.   | Brand equity index not includes                                | 1 |
|     |       | (a) POP (b) Effective market share                             |   |
|     |       | (c) Durability (d) Relative price                              |   |

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	x.	Brand Revitalization is adopted after _____ stage of PLC. (a) Growth (b) Maturity (c) Introduction (d) Decline	1
Q.2	i.	Define any four products with its feature.	3
	ii.	What are the advantages of product focused organizations? Write any five.	5
OR	iii.	Product management is the process of managing your products throughout PLC.” Elaborate the above statement with the help of general objectives of product management.	5
Q.3	i.	Explain in detail any three factors which contribute to new product development success.	3
	ii.	How product life cycle works. Explain with examples.	5
OR	iii.	Explain the process of new product development.	5
Q.4	i.	Write note on positioning.	3
	ii.	Discuss the various elements of brand.	5
OR	iii.	Elaborate Aaker model.	5
Q.5	i.	Write short note on brand loyalty.	3
	ii.	Explain any two strategies used in brand positioning with its meaning.	5
OR	iii.	Explain any two strategies used in brand repositioning with its meaning.	5
Q.6	i.	Write short note on brand audits.	3
	ii.	Explain objectives of brand valuation.	5
OR	iii.	Explain any two methods of brand valuation with examples.	5
Q.7	Case Study: As product managers, we’re responsible for the future of the product. We’re the product’s visionary, the user’s advocate, the team’s motivator, and one of the company’s most important decision-makers. For that reason, it’s no surprise that it’s notoriously difficult to hire and evaluate product managers. Great product managers exhibit strong product sense, leadership, communication, intellectual aptitude, strategic visioning, and analytical decision-making skills.		

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Each of these skills is critical to the product manager ability to lead a variety of stakeholders in developing, designing, and shipping successful products. To evaluate this vast skill set, product managers are tested on the following:

**Background:** During phone screens and behavioral interviews, you’ll likely be asked about your previous product management experience, your approach to product management, and your most significant product accomplishment(s). In order to be prepared for these types of questions, you might want to think about the ways that you’ve been most impactful throughout your career.

**Analytical & Cognitive Skills:** You may be asked to speak about your previous analytical experience, whether it was evaluating a new market opportunity or making recommendations after analyzing your company’s user acquisition funnel. Such questions that commonly come up during these interviews are “How might you do a funnel analysis for our product?” or “How would you build a dashboard for our product — what metrics would you track and why?”

**Leadership & Communication Skills:** Some interviews will drill down into your experience with customer engagement, emotional intelligence, operational management, interpersonal teamwork, and cross-functional leadership skills. When thinking about your answers, consider telling stories about the times that you had significant influence or impact while working with others.

**Product Sense:** Your product sense, in addition to your other decision-making skills is typically tested in the product management case study interview, which may take place in-person or through a take-home assessment. Many product managers downplay this part of the interview, feeling that they already have these skills from practicing them on the job. That said, interviewing is a different skill and requires dedicated practice as well.

Think of yourself as a Product during the Interview: Over the last few months, I’ve had the privilege of speaking with dozens of product managers about the most sought-after qualities among product managers and the most effective ways to test those qualities and skills.

P.T.O.

**Marking Scheme**  
**MS5EM01 Product and Brand Management**

Q.1	i.	Which of following is not a feature of product? (b) Planning		<b>1</b>
	ii.	Product design is affected by: (a) Customer requirement		<b>1</b>
	iii.	Theory of product life cycle was developed in year: (d) 1966		<b>1</b>
	iv.	First step of process of new product development (c) Idea generation		<b>1</b>
	v.	Which of the following is not a global brand? (d) LIC		<b>1</b>
	vi.	Which of the following is not demographic market segmentation? (a) Geographic		<b>1</b>
	vii.	The following is/are the basis of brand associations: (d) All of these		<b>1</b>
	viii.	'Take Care' is associated with: (c) Garnier		<b>1</b>
	ix.	Brand equity index not includes (a) POP		<b>1</b>
	x.	Brand Revitalization is adopted after _____ stage of PLC. (b) Maturity		<b>1</b>
Q.2	i.	Four products	1.5 marks	<b>3</b>
		Features	1.5 marks	
	ii.	5 advantages of product focused organizations	(1 mark*5)	<b>5</b>
OR	iii.	Objectives of product management.	(1 mark*5)	<b>5</b>
Q.3	i.	Three factors	(1 mark*3)	<b>3</b>
	ii.	Product life cycle works. Example.	4 marks 1 mark	<b>5</b>
	OR	iii.	New product development process-9 Stages	5 marks <b>5</b>
Q.4	i.	Positioning(As per explanation)	3 marks	<b>3</b>
	ii.	Elements of brand.(Any 5 Elements)	(1 mark*5)	<b>5</b>

OR	iii.	Aaker model explanation Diagram	4 marks 1 mark	<b>5</b>
Q.5	i.	Brand loyalty. (As per explanation)	3 marks	<b>3</b>
	ii.	Any two strategies used in brand positioning	(2.5 marks*2)	<b>5</b>
OR	iii.	Any two strategies used in brand repositioning	(2.5 marks*2)	<b>5</b>
Q.6	i.	Brand audit(As per explanation)	3 marks	<b>3</b>
	ii.	Any 5 objectives of brand valuation.	(1 mark*5)	<b>5</b>
OR	iii.	Any two methods of brand valuation Example	(2 mark*2) 1 mark	<b>5</b>
Q.7		Case Study:		
	(a)	Suitable title	1 mark	<b>1</b>
	(b)	Role played by product manager	4 marks	<b>4</b>
	(c)	Vast skills set used to test product managers.	5 marks	<b>5</b>

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