

Roll No.

Total No. of Pages : 2

MMS/D11

6092

Product and Brand Management

Paper : MM-303

Time : Three Hours]

[Maximum Marks : 70

Note :- Q. No. 1 is compulsory. Attempt 4 (**FOUR**) questions from Q. No. 2 to Q. No. 8.

1. Short answer questions :

- (a) Brand Image
- (b) National Branding
- (c) Brand Extension Decision
- (d) Multiple Branding
- (e) Family Brand
- (f) Service Brand
- (g) Product Planning

2. Discuss the new product development process with the help of live examples.

3. 'Brand extension is a common phenomenon in the world of brands. Almost every brand practices it. Illustrate and explain the need for brand extension.

4. Explain the financial analysis of product management.

5. Elaborate the process of brand building and communication.

6. Suggest a marketing programme to build brand equity.

7. What is Brand Equity ? Explain different methods of measuring brand equity.

8. Case Study : Read the case carefully and answer the questions :

Case Study

What is unique about Nokia's campaigns is that they rarely focus on a model, but promote, Nokia as a concept. In India the concept that was most successful was the establishment of an Indian identity of the company. Nokia's localization strategy was visible in its 'Made for India' campaign. The models were made more palatable for the Indian consumer. One such facility was the 'Sara! mobile sandesh' which was instrumental in sending SMS in Hindi. In a 43 percent Hindi speaking nation, the scheme was a hit. To establish an 'Indian' brand identity, Nokia launched the 'Made for India' campaign for Nokia 1100. The efforts had started in 1998 when it launched the first Indian ringtone "Saare jahan se achcha" in Nokia 5110. Then in 2003 it launched Nokia 1100, the dust resistant, anti-slip phone with a torch light customized for the Indian customer. Nokia 2112 comes with a longer battery life and a faster charger. Thus, Nokia becomes an excellent example of a Brand Identity establishment where the product was emphasized as much as the promotion. In 2005, Nokia launched the 2600 series which provided 4k colour-range cellphones to Indian customers at an affordable price. Its campaign focused on the colours and Nokia's philosophy of adding colour to life, whereas, the same phone in China talked about the spreadsheet feature of the phone and did not focus on colours and affordability.

- (1) What are the major issues in the case ?
- (2) Discuss the strategies Nokia adopted to establish a brand in India.
- (3) What would you suggest Nokia to promote its brand ?