

Reg. No.

Question Paper Code

21316

M.B.A - DEGREE EXAMINATIONS, NOV/DEC 2022

Third Semester

Master of Business Administration

20MBM306 - NEW PRODUCT STRATEGIES AND BRAND MANAGEMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|---|-------------------------------|
| 1. State any four needs for new product development for a market leader in the mobile industry. | 2,K2,CO1 |
| 2. Define the term Product concept and Perceived need. | 2,K1,CO1 |
| 3. Product Opportunity Gap – Enumerate. | 2,K2,CO2 |
| 4. List out the various consumer marketing concepts. | 2,K1,CO2 |
| 5. Product portfolio. Explain the term with suitable illustration. | 2,K2,CO3 |
| 6. Summarise your learning on CRM. | 2,K2,CO3 |
| 7. Differentiate between the term brand and the product. | 2,K2,CO4 |
| 8. Recall the term brand identity. | 2,K2,CO4 |
| 9. Define the term brand architecture. | 2,K1,CO5 |
| 10. Summarise any two reasons why a brand should be managed over time. | 2,K2,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Discuss the stages of NPD in detail. 13,K2,CO1
- OR**
- b) "Apple computers continue to bundle their computers and software together, arguably creating a much more stable computing environment" Appraise the sustaining differentiation strategy of Apple. 13,K4,CO1
12. a) Describe the stages of PLC and explain how marketing strategies change during a product's life cycle. 13,K5,CO2
- OR**
- b) Discuss the Competitive Advantage and Its Impact on New Product Development Strategy. 13,K2,CO2
13. a) Explain how the BCG matrix can be applied to New products. 13,K2,CO3

OR

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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- b) "New product performance can be improved through CRM practices "- Discuss. 13,K2,CO3
14. a) Discuss the application of Keller's brand equity model in a B2B context. 13,K2,CO4
- OR**
- b) Explain the different branding strategies to be followed when a product is marketed globally. Critically examine the branding for global markets in detail. 13,K3,CO4
15. a) What are the types of brand extension decisions? Explain the brand extension with examples. 13,K2,CO5
- OR**
- b) "Brand-building & identity creation depend heavily on e-branding strategies". Elucidate. 13,K3,CO5

**PART - C (1 × 15 = 15 Marks)
(Compulsory)**

16. a) **Brand Building through Advertising** 15,K6,CO6

Domino's and Pizza Hut initially restricted their ad strategy to banners, hoardings and specific promotions. By March 2000, Domino's opened 37 outlets all over India. In August 2000, it launched the 'Hungry Kya? (Are You Hungry?)' sequence of advertisements on television. A company official said, "We realized that a Pizza couldn't be slotted - it could be a snack; then again, it could also be a complete meal" The only definitive common link between Domino's Pizzas and eating was the hunger platform.

The launch of 'Hungry Kya?' campaign coincided with Domino's tie-up with Mahanagar Telephones Nigam Ltd. (MTNL) for the 'Hunger Helpline'. The helpline enabled the customers to dial a toll-free number (1600-111-123) from any place in India. The number automatically hunted out the nearest Domino's outlet from the place where the call was made and connected the customer for placing the order. The number also helped Domino's to add the customer's name, address and phone number to its database.

This was followed by Pizza Hut's first campaign on television in July 2001, which said, 'Good times start with great pizzas'. The ad was aired during all the important programs on Star Plus, Sony, Sony Max, Star Movies, HBO, AXN, and MTV. Pizza Hut planned to spend between ` 70-75 million on the ad campaign in 2001. Said Pankaj Batra, "The first ad campaign on TV defines Pizza Hut as a brand, and what it offers to its existing and potential customers. Once the awareness of this message is high, we will focus on other facets of the brand and its offerings."

Between April 2000 and February 2001, Domino's set up 64 more outlets in India. Delhi had the maximum number of outlets - 17, followed by Mumbai with 13. Domino's had the largest retail network in the fast food segment in India- with 101 outlets across 40 cities.

Domino's had a tie-up with a real estate consultant Richard Ellis to help with locations, conduct feasibility studies, and manage the construction. It was also looking at non-traditional outlets like large corporate offices, railway stations, cinema halls and university campuses. In early 2000, Domino's had opened an outlet at Infosys, Bangalore, which was very successful. It also had outlets at cinema halls - PVR in Delhi, Rex in Bangalore, and New Empire in Kolkata.

By January 2001, Pizza Hut had 19 outlets across India. In a move to expand further, Pizza Hut planned to open an additional five restaurants in Mumbai and 30 restaurants across major cities in India, by 2001 end. Tricon announced that the company would invest ` 30 million on each of the restaurants. In March 2001, Pizza Hut opened its first three-storeyed 125-seater dine-in restaurant at Juhu in Mumbai. Said a company official, "We are expanding the number of restaurants across the major cities to cater to today's youth which has taken to pizzas as a cuisine."

Questions:

1. Domino's entered India at a time when Pizza Hut and McDonald's were already in the market. What was the strategy adopted by Domino's to make a dent in the Indian market?
2. Database Marketing was an important part of the strategy in the Pizza Industry.' Comment.
3. Though Pizza Hut entered India before Domino's, it eventually lost its share to Domino's. How can Pizza Hut counter the competition from Domino's?