

20 BA322: PRODUCT AND BRAND MANAGEMENT

Course Code	20BA322	Course Delivery Method	Class Room / Blended Mode
Credits	4	CIA Marks	30
No. of Lecture Hours / Week	05	Semester End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Year of Introduction :2008	Year of Offering:2021	Year of Revision:	Percentage of Revision:

Course Objective:

The objective of Brand Management is to make students understand principles of Branding, role of brands, elements and components of brands, brand equity etc. The main aim for Brand Management is to make sure that students understand implications of planning, implementing and evaluating Branding Strategies.

Course Outcomes:

- CO-1 To explain the importance of product concept and to bridge the gap between theory and practice.
- CO-2 To explain the importance of product and brand development that are of immediate and practical importance to a product manager.
- CO-3 To explain the worth of the brand and the birth of the brand from its nascent stage to the end of its journey.
- CO-4 To explain the efficient management of brands and looking it as brands rather than products.
- CO-5 To explain the framework and the main factors determining success of a brand in the market and introduces techniques and tools necessary for management of brands, such as: development of vision for the brand, identify the correct market niche.

Course Content

Unit I

Product: Concepts – Product Levels – Product Hierarchy and Product Classification – Product Life Cycle – Portfolio Management – Market Potential – New Product – Planning – Development Strategies and Launching Strategies. **(15 Hours)**

Unit II

Product Mix: A Strategic Choice – Product Mix Decisions – Product Line Decision – Concept of Product Positioning – Elements of Positioning – Positioning Methods – Communicating the

Positioning Strategy and Developing Positioning Strategy – Product Research – Importance – Tools and Analysis. **(15 Hours)**

Unit III

Brand: Meaning – Definition – Evolution of Brands – Different Types of Brands – Functions of Brand to Consumer – Role of Brand – Advantages of Brand – Product Vs Brand – Brand Life Cycle – Creation of Brands – Branding Decisions – Strategic Brand Management Process – Concept of Brand Equity – Customer Based Brand Equity. **(15 Hours)**

Unit IV

Branding Strategies: Multiple Branding – Brand Extension – Co-branding Strategies – Brand Personality – Brand Image Building – Brand Repositioning – Brand Leveraging – Branding Impact on Buyers and Competitors – Methods for Measuring Brand Equity – Measuring Brand Performance – Brand Audit. **(15 Hours)**

Unit V

Brand Rejuvenation : Brand Re-launch – Brand Development through Acquisition – Take over and Merger – Brand Licensing and Franchising – Role of Packaging and Labelling – Brand Success Strategies – Brand Loyalty Programs – Building Global Brands – Brand Failures **(15 Hours)**

Case Study (Not Exceeding 300 words)

Practical Component:

- Students can choose any consumer durable products or FMCGs and identify their elements of positioning.
- Students can do a mini project on product mix decisions of FMCG/Consumer durables/automobile companies in India.
- Students can discuss about PLCS of any consumer durable or FMCG product
- Students can go to a supermarket and find the brand elements in various brands of soaps, mobiles, consumer durables and other products
- Students can pick a multiproduct company and as completely as possible analyze its brand portfolio and brand extensions? Consider some groups like Tata's , Birla's, Infosys etc – what is their branding strategy
- Students are supposed to assess the product life cycle and appraise alternative approaches to luxury brand management.
- Students can select any two popular brands, identify, and examine the criteria for success in the luxury brand industry.
- Students form brand management teams and conduct a brand audit. Every team must study a different brand, and brands are assigned as fairly as possible.

References:

1. Kapferer, Jean-Noel . (1994). *Strategic brand Management*. New York, US: The Free Press.

2. Kevin Lane Keller, K. (2013). *Strategic brand Management* (4th ed.). Harlow, United Kingdom: Pearson Education.
3. Ramesh Kumar, S. (2003). *Managing Indian Brands* (2nd ed.). New Delhi, India: Vikas publishing House (P) Ltd.
4. Rosenbaum-Elliott , R., Percy , Larry , &Pervan, S. (2011). *Strategic Brand Management* (2nd ed.). Oxford, United Kingdom: OUP.
5. Temporal, P. (2001). *Branding in Asia: The Creation, Development, and Management of Asian Brands for the Global Market*. New York, US: John Wiley & sons (P) Ltd.

Course Focus: Employability

MODEL QUESTION PAPER
M.B.A. (REGULAR) DEGREE Examination
Third Semester
20BA322-PRODUCT AND BRAND MANAGEMENT
(2020-2021 REGULATION Onwards)

Duration: 3 hours

Maximum Marks=70

SECTION-A

Answer the Following Questions

5X4=20Marks

1. a) Discuss about Product concept (CO1)(L1)
(OR)
b) Write a short note on Product Vs. Brand (CO1)(L1)
2. a) Why do we need for Branding? (CO2)(L1)
(OR)
b) Discuss the importance of Repositioning. (CO2)(L1)
3. a) Explain the concept of Brand Equity.(CO3)(L1)
(OR)
b) Discus the Brand Re-launch Strategies.(CO3)(L1)
4. a) Explain the concept of Franchising. (CO4)(L1)
(OR)
b) Write a shot note on Brand loyalty.(CO4)(L1)
5. a) Why do we need to rejuvenate the brand? (CO5) (L2)
(OR)
6. b)Discus the reasons behind brands failures . (CO5)(L2)

SECTION-B

Answer All Questions

5x8=40 Marks

2. a)Explain the concept of product and its philosophies (CO-1)(L2)

OR

b) Explain product life cycles (L2) (CO-1)

3. a) Discuss the importance of product mix decisions (CO-2) (L2)

OR

b) Explain the importance of brand positioning (CO-2) (L2)

4. a) Explain the evolution of brands and branding decisions (CO-3) (L3)

OR

b) Discuss strategic brand management process (CO-3) (L4)

5. a) Explain the advantages of brand extensions (CO-4) (L3)

OR

b) Discuss the importance of brand image building programmes (CO-4) (L2)

6.a) Discuss the circumstances of brand re-launch (CO-5) (L3)

OR

b) Explain brand licensing and franchising (CO-5) (L3)

SECTION-C
marks)

(1x10=10

Case study (Compulsory)

7. Read the following case and answer the questions given at the end

The case discusses brand management practices at the world-renowned Singapore Airlines (SIA). While building the brand, SIA focused on innovation, best technology, and offering genuine quality and excellent customer service. SIA had been known through its brand icon the 'Singapore Girl' since 1972. Over the years, this icon had become synonymous with the airlines and was highlighted in every promotional activity.

The Singapore Girl was portrayed as being gentle, warm, and caring; Singapore Airlines concentrated on offering personalized customer services. It was honoured with many prestigious awards for its exceptional customer services, even during the economic crisis post 2008, SIA preferred to launch a low-cost airline - Scoot - rather than dilute its established customer services.

Understand the various brand management practices at Singapore Airlines and how the brand was built and maintained over the years. Explain the brand icon - the Singapore Girl, her creation, evolution, and importance.

Questions:

1. Examine the various initiatives taken by Singapore Airlines to revamp the brand.

2. Discuss whether the new branding methods can benefit SIA. (L2) (CO4 CO5)