

Eastern University, Sri Lanka
Faculty of Commerce & Management
Final Year First Semester Examination in BBA (Specialization in Marketing)
2018/19 (August 2020)
(Proper/Repeat)
MKT 4053 Product and Brand Management

Answer all five (05) Questions.

Time: Three Hours

Q1. Read the case study and answer the questions given below.

Brand Building through Advertising

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, cost 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 2001, 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 dining 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 and pizza cuisine."

Questions

- a) 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? (08 Marks)
- b) "Database Marketing was an important part of the strategy in the Pizza Industry." Comment the statement. (06 Marks)
- c) 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? (06 Marks)

(Total Marks - 20)

Q2

- a) Discuss the **seven (07)** phases in the Product Life Cycle.

(08 Marks)

b) Assume that you are promoted as a Product Manager in Apel Company (Pvt) LTD. As a Product Manager, discuss at least **four (04)** responsibilities that you have expected to perform.

(08 Marks)

c) Briefly explain the Perceptual Mapping with suitable example.

(04 Marks)

(Total Marks – 20)

Q3

a) Discuss the Aggregated Market Factors and their impact on category attractiveness and give a specific source for where you'd get the information for each of them.

(08 Marks)

b) "A threat from substitutes exists if there are alternative products with lower prices of better performance parameters for the same purpose".

Critically discuss above Statement.

(08 Marks)

c) Differentiate the Record data, Observable data and Opportunistic data during competitor's analysis.

(04 Marks)

(Total Marks – 20)

Q4

a) Define the term "**Product Modification**" and explain driving forces causing companies to seek new and weird ways to change the product so they can keep selling more?

(08 Marks)

b) Discuss the **Four (04)** different hierarchical level of the Brand Equity.

(08 Marks)

c) Explain **four (04)** avenues for Brand Revitalization.

(04 Marks)

(Total Marks – 20)

Q5

a) Discuss **eight (08)** tactics to create a strong brand.

(08 Marks)

b) Write a short notes on followings:

- i. Brand Audit
- ii. Brand Tracking
- iii. Brand Equity Charter
- iv. Projective Technique

c) Explain the **four (04)** brand roles in brand portfolio

(08 Marks)

(04 Marks)

(Total Marks -