

MBA III Semester Supplementary Examinations May 2018

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

PART – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 What is a product? Explain the role and functions of a product manager.
OR
- 2 Critically examine the factors that influence the product mix decisions.
OR
- 3 Elaborate the benefits of branding to the manufacturers and customers.
OR
- 4 “Brand identity is the signature that a brand acquires over time”. Explain.
OR
- 5 What is brand personality? Explain its elements and dimensions.
OR
- 6 Enumerate various brand revitalization strategies. Explain with suitable examples.
OR
- 7 Explain various components of brand image system. How can one integrate brand identity, image, and personality under a brand image system?
OR
- 8 Design and develop a research instrument for measuring performance of a luxury watch brand of your choice.
OR
- 9 Compare and contrast the branding strategies between consumer sector and industrial sector.
OR
- 10 Explain how advertising help in building company’s brand image in service sector.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**
Slacker, a radio service station based out of San Diego, has the highest amount of personalized content among all radio stations. It names the services ‘human curated radio experience for music lovers’. The brand combines the knowledge of the nation’s leading music experts from every genre and listeners’ tastes to create a personal radio station. Slacker radio stations are programmed by DJs who are experts in their specific genre. Users can listen to custom music, news, sports, and comedy stations for free while subscribers have on-demand access to specific songs, albums, and playlists. Listeners can personalize their content and listen to the content. Jonathan Sase, senior vice-president, marketing, opines that the Google Adwords search-based campaign has done well for the brand, however, the company’s goal is to earn revenue 3-4 times the current level and reduce the cost of acquiring new customers to one-third of the current level.

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Slacker provides content to listeners who find it difficult to track it elsewhere. It is particularly helpful to music lovers and helps them track music which is not played on traditional music stations or music of a different genre, and are largely lost over time. The programme was launched in 2007 and drew listeners from the web. Today two-thirds of its listeners use mobile devices. The slacker app runs on nearly all smart phones and the company has established relationships with all major mobile operators. Slacker uses website marketing, paid search and acquisition.

Slacker uses more search engine optimization (SEO) as mobile search traffic has increased significantly over the years. Paid search is one of the efficient methods of acquiring new customers. About 15-20% of downloads from the slacker app is driven by the paid search campaigns. Google Adwords is a performance-based advertising programme that enables large and small businesses to advertise on Google and its network partner websites. Many companies use cost per click (CPC) and a cost per impression (CPI) basis.

Mobile customers are more important for slacker because they are most likely to upgrade from free service to subscription. Listeners can add subscriptions directly to their phone bills in a few clicks providing very few low frictions on the purchase. The click-to-download ad units have facilitated downloads of Slacker's app within the mobile search space. The ability to download the Slacker app within a few clicks is a competing feature and provides greater value to a consumer looking for music from the mobile device.

Slacker discovered that non-branded keywords work better than branded keywords. The key lies in measuring the impact of those keywords and campaigns in targeting listeners as accurately as possible. The new Google Analytics tool in the software developer kit (SDK) for Android provided the precise tools to track from click to conversion. Advertisers can use the SDK to calculate visits, session length, bounce rate, and unique visits.

The mobile campaign had driven many new customers to Slacker. The click-through rate (CTR) on mobiles is effectively doubled compared to the industry benchmark. The cost per acquisition (CPA) has improved by 70%. The conversion rate from free to subscription services is 10-15 times higher for mobiles compared to industry averages. The company is planning to integrate other social media sites along with search engine marketing to improve the reach of the brand for customized music. Jonathane has set an objective of doubling meaningful traffic and improve the conversion rate for the brand through a digital branding strategy.

Questions:

- (a) What is ad word marketing? How does it work in Google Ad words?
- (b) Explain the auction and bidding system for branded and unbranded keywords.
- (c) How will you integrate other digital media platforms along with Adwords marketing to improve traffic and conversion?
