



**Biyani Institute of Science and Management**  
**I Internal Examination 2019-20**  
**MBA (III Semester)**  
**Subject- Product & Brand Management (M 323)**



**Time: 1.30 Hrs.**

**Set: A**

**MM: 30**

**[I] Subjective Questions (Attempt any two questions)**

**(2\*10=20)**

- 1) Explain marketing mix with its characteristics and elements in detail
- 2) Explain product management process in detail
- 3) Explain brand with its types in detail

**[II] Case Study – Compulsory**

**(1\*10=10)**

Mattel 's Barbie doll first appeared on store shelves in 1959 and took on a life of her own, successfully ongoing through countless makeovers to stay relevant to the core target of young girls. For many years, Barbie was the undisputed market leader without peer among American dolls . but in 2001 barbie dominance was challenged by an upstart doll brand called Bratz, produced by MGA entertainment . in only 4 years, Bratz became a billion dollar brand, stealing market share from Barbie in the process.

Bratz bore little resemblance to Barbie, they had cartoonishly large head , came dressed in garish and revealing hip hop styles and wore considerable amounts of makeup. The Bratz tagline “ the only dolls with a passion for fashion” underscored this difference . the designer of the Bratz dolls, carter Bryant, allegedly has the idea for Bratz when he worked on Barbie at Mattel, but took his idea to a rival when he realized such a reinterpretation of Barbie would not go over at tradition bound Mattel. Bratz rapidly captured the imagination of American girls, particularly who had outgrown Barbie. One Mattel employee told that bratz reached older girls who had left the market. The company rapidly expanded its brand by striking deals for some 350 licensing products, including clothing , accessories, DVD'S and electronics. It tallied \$ 250 billion in sales in 2004 within range of barbies. \$ 3.0 billion total that same year.

Meanwhile Barbie had not changed meaningfully in some years. Some commentators described the brand as stale and consumer's agreed. Between 2001 and early 2004 Barbie sales dropped 27% . to counter this slide Mattel began generating scenarios to broaden Barbie's appeal to older girls, including having her breakup with long time boyfriend ken in 2004, compete as a contentment on American idol and hangout with singer Hilary Duff in commercials promoting Barbie dolls clothing line, fashion fever. Mettle also introduced a Lindsay lohan Barbie, which sought to capitalize on the tabloid fixture actress popularity among older girls. Mettle even introduced too sub brands of Bratz-esque dolls to connect with tweens and early teens flavas and my scene. Neither of which initially earned an enthusiastic response from consumers. Combined these and other measures finally stopped barbie's sales slide as sales rose in 2006. It appeared, however that Barbie finally had a worthy rival.

- 1) What contributed the success of MG entertainments Bratz brand of dolls?



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**[I] Subjective Questions (Attempt any two questions)**

**(2\*10=20)**

- 1) Define product. Explain its classification in detail.
- 2) Explain new product development process in detail.
- 3) Explain brand management and its elements in detail.

**[II] Case Study – Compulsory**

**(1\*10=10)**

Shoppers stop is one of the first retail chains started in india in 1991 by the RAHEJA Group. It now boasts of 27 retail outlets across the country and is one of india's largest retail chains , having expended from apparel and accessories to home furnishing and books under the home store and crossword brands. Other brands under the shoppers stop umbrella are mothercare, desi café, brio, nuance, arcelia, timezone and hypercity.

Executives at the shoppers stop group noticed their sales falling into the 80:20 pattern with loyalty card customers despite being only 15% of the base contributing over 70 % of the revenues of shoppers stop. The group realized that since they have data on loyalty card holders, if they could understand who the customer really is , what she buys, when she buys and why , they may be able to fine tune their offerings to provide the customer a better experience and increase their share of wallet.

- 1) Suggest possible solution adopted by shoppers stop in order to overcome the challenges faced above.