



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

## POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21) END TERM EXAMINATION (TERM -V)

Subject Name: Product and Brand Management

Time: **02.30 hrs**

Sub. Code: PBM 03

Max Marks: **60**

### Note:

All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

### SECTION - A

Attempt all questions. All questions are compulsory.

**2×5 = 10 Marks**

Q. 1 (A): “Consumers do not buy products they buy benefits”. Discuss this statement and its implications for effective brand management.

Q. 1 (B): For a mature product category like cooking oil, how would you use PLC to plan the future of your product.

Q. 1 (C): How can a company maintain a consistent brand message, while tailoring its communication to local markets, whether they are regional or global

Q. 1 (D): “Co-branding has been gaining a lot of steam as a marketing strategy to increase sales”. Discuss the statement in line with Car manufacturer BMW and designer Louis Vuitton.

Q. 1 (E): Discuss the need of brand knowledge in the minds of customer? As a marketer what will be your strategy towards brand building?

**(CO -1.)**

### SECTION - B

**10 x 3 = 30 Marks**

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

Q. 2: (A ) Briefly explain the concept of product life cycle. What in your view, is the stage in which following products are in Indian market? Based on your answer suggest appropriate branding strategies to leverage and defend the following product categories: **(CO-3)**

- Cell Phones
- Battery operated Tooth brushes
- Direct to Home (DTH) transmission services for T.V

or

(B) A company in the consumer durable industry has just added an electronic, cordless broom to its product line and has approached you for positioning. The product is targeted at the middle income households and is priced at Rs. 2,200. The company is a leader in its other product lines. Work out a positioning strategy to leverage the USP of this wonderful product. Give reasons for the same. **(CO-3)**

Q. 3: (A) A leading firm in the ‘FMCG’ sector, found out through researcher that there is a vast potential in the branded flour (atta) market that could be tapped. On the basis of this, the company decides to enter the market. Discuss the process of designing the brand architecture and naming strategy for the product. **(CO-2)**

or

(B) If you are brand manager of Nokia Mobile phone, what are the strategies adopted by you for brand repositioning? (CO-2)

Q. 4: (A) Maruti Suzuki launched Nexa brand outlets for premium products explain briefly the process of brand equity in the light of the Nexa as a brand? Apply the CBBE model on brand NEXA and explain the role of marketer to position the brand in the minds of customer? (CO-3)

or

(B) “A leading two-wheeler manufacturer has developed a new four-wheeler”. How do customers evaluate the brand image for the extensions? (CO -3.)

### SECTION - C

Read the case and answer the questions

**10×02 = 20 Marks**

Q. 5: Case Study: (CO-4)

This season was a washout season from most product categories. The pandemic forced many firms into crisis mode with no money or energy left for brand promotions. After the massive lockdown has been lifted, things are limping back to normal so is brand promotions.

Coca-Cola during these periods was steady in its brand promotions. During Diwali 2020, the brand was running a popular campaign featuring Ranbir Kapoor and Paresh Rawal and the theme was focused on relationships.

The best thing about the ads was that the focus was on the brand rather than the celebrities despite the presence of two powerful celebrity brands. Then came the new campaign featuring Ranbir. In the current campaign themed Turn Up Your Day, the focus is on the charm of Ranbir rather than the brand even if it is the brand that makes him dance.

The new brand tagline is Turn Up Your Day which is a sort of confusing! Internationally the brand is running a campaign Turn Up Your Rythm which links the brand to music. However, we get a dancing Ranbir here in India.

#### **Question**

Q5(A): “Managing a brand involves management of the brand’s identity, personality, positioning and other related factors”- substantiate this statement by highlighting the influence of a brand’s identity, personality and equity on overall brand management.

Q5(B): “For celebrity endorsement that there is always a chance that the celebrity will eclipse the brand in terms of screen presence”. Examine the effects of brand, congruence, charisma and overexposure celebrity endorsement?

#### **Mapping of Questions with Course Learning Outcome**

<b>Question Number</b>	<b>COs</b>	<b>Marks Allocated</b>
Q. 1:	<b>CO 1</b>	<b>10 marks</b>
Q. 2:	<b>CO 3</b>	<b>10 marks</b>
Q. 3:	<b>CO 2</b>	<b>10 marks</b>
Q. 4:	<b>CO 3</b>	<b>10 marks</b>
Q. 5:	<b>CO4</b>	<b>20 marks</b>