



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 (2017-19) MID TERM EXAMINATIONS (TERM - V)

Subject Name : **Product and Brand Management**

Time: **01.30 hrs**

Sub. Code : **PGM 03**

Max Marks: **20**

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A, B & C. Section A carries 01 Case Study with 2 questions of 4 marks each. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION - A

04+04 = 08 Marks

Q. 1: Read the Case Study and answer the question given below:

Hyundai starts promoting Santro sans Shah Rukh Khan

Four years after being pulled back from the production line, Hyundai's comeback kid Santro no longer needs Bollywood brand ambassador Shah Rukh Khan to power its advertisement campaign. The once-tall-boy family car, say executives, now has the celebrity firepower of its own to match SRK's. Hyundai Motor Co., which entered India with Santro in 1998, has tweaked its marketing strategy to focus on small towns and rural areas while promoting the new version of the iconic car brand. Santro was discontinued in 2014.

Unlike the original Santro ads which rode on SRK's popularity, the new Santro advertisements are devoid of star power, focusses instead on the consumer and the product. In a bid to position the new Santro as 'country's favourite family car', the 40-second long television ad features a young family of three zipping through the colourful states of the country. At a starting price of ₹ 3.89 lakh ex-showroom, Hyundai opened online bookings on 10 October and has received 23,500 bookings so far. Apart from digital, the automaker is also leveraging outdoor advertising which work best in small towns and rural India—parts that continue to drive auto sales in the country.

- a. "Creating a Successful Brand is the only mantra for the success in any market". Discuss in context with the case study given. What are the customer segments which new Hyundai Santro is going to capture?
- b. **The new Santro advertisements are devoid of star power.** Do you think that this promotional strategy it is going to effect the sales of New Hyundai Santro? if yes than How?

SECTION - B

02×03 = 06 Marks

Q. 2: Suggest pricing method in the following situations and explain the reasons.

- a) Introducing a line of economy range of men's footwear (shoes)
- b) Breakfast cereals (Oats with Mango Flavour)

Q. 3: Explain the concept of levels of product? Support your answer with suitable examples.

Q. 4: Discuss the Product Line, Product Length, Product Width and Depth of HUL.(Take 2 Product Lines)

SECTION - C

03×02 = 06 Marks

Q. 5. 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 promotion and distribution strategies for them.

- a. Battery operated toothpaste
- b. Video Streaming
- c. Air Purifiers for Home

Q. 6. Rick Burleson, CEO of Fenway Enterprises, is considering a merger with Empire Inc., which is led by CEO Mickey Rivers. The merger of their two firms will enable the creation of a very large diversified conglomerate, with businesses ranging from office supplies to sporting goods, industrial paints, consumer electronics, video games, and marine engines. Consultants from **Boston Consulting Group** have advised Burleson and Rivers that the merger could create a great deal of value, because the new combined entity can use several lucrative yet mature “cash cows” within Empire Inc. to fund the growth of several promising, but not yet highly profitable, young businesses within Fenway Enterprises. Burleson and Rivers have decided to seek a second opinion from your consulting firm – Stern Associates. Please respond to the following questions posed to you by these two CEOs:

- a. What are the model’s limitations and weaknesses?
- b. Should we be employing the matrix to evaluate this merger?