



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 (2018-20) MID TERM EXAMINATIONS (TERM -V)

Subject Name: **Product and Brand Management**
Sub. Code: **PGM-03**

Time: **01.30 hrs**
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 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION - A

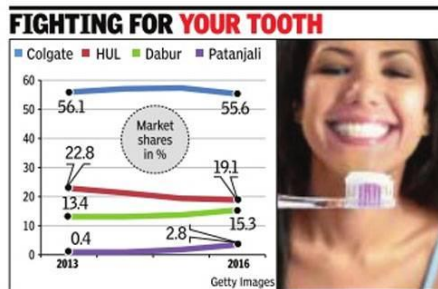
04+04 = 08 Marks

Q. 1: Case Study:

“Ramdev's Dant Kanti bites into MNCs but makes Dabur shine”

Patanjali Ayurved's Dant Kanti has squeezed the toothpaste market dominated by big players like Colgate-Palmolive (India) and Hindustan Unilever (HUL). But there's one rival that has actually benefited from Patanjali's aggressive push: Dabur India. The home-grown company's toothpaste market share has grown by a little over 1% in 2016 while Colgate and HUL are losing market share.

In fiscal year 2017, Dabur's flagship brand 'Dabur Red Paste', with a volume share of 8.5%, has emerged as the No. 3 toothpaste brand in the country by overtaking Cibaca Top (7.5% share). The top two brands of toothpaste are Colgate Dental Cream, with a share of around 29%, and Close-Up, with a share of about 13%.



Dant Kanti has emerged as the fastest growing brand, albeit on a small base, gaining 1.5% share in one year to about 3%. Recently, Patanjali Ayurved announced that its annual turnover had

crossed Rs 10,000 crore in the fiscal year 2017. Of this, Rs 940 crore came from Dant Kanti alone.

Source: <http://economictimes.indiatimes.com/industry/cons-products/fmcg/ramdevs-dant-kanti-bites-into-mncs-but-makes-dabur-shine/articleshow/58711873.cms>

Questions

1(a). Explain the term Portfolio Analysis in the context of the case. Keeping in mind the toothpaste industry growth rate of 18%, how would you position the various brands on the BCG Matrix.

1(b). What strategies would you recommend to the different companies in relation to their position in the BCG matrix. Discuss the role of USP in the revival of khadi?

SECTION - B

02×03 = 06 Marks

Q.2: Discuss the pricing options available for a new product. Suggest pricing method in the following situations and explain the reasons.

- a) Introducing a line of economy range of men's footwear (shoes)
- b) Power Bank

Q. 3: 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.

- Air Purifier
- Video Streaming

Q. 4: Pick up two brands from the same product category and discuss the difference between the brand and the product.

SECTION - C

03×02 = 06 Marks

Q. 5. HMT has come a long way from being "Timekeepers to the Nation" to closing all the watch production facilities except one. What brand positioning strategies can you suggest to HMT watches to revive the brand?

Q. 6. Draw Brand Identity Prism for Bata or Zomato brand