

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306  
**POST GRADUATE DIPLOMA IN MANAGEMENT (2021-23)**  
**END TERM EXAMINATION (TERM -III)**

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Subject Name : **Product and Brand Management**

Time: **02.30 hrs**

Sub. Code : **PGM-32**

Max Marks: **40**

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**Note:**

**All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 15 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.**

**SECTION - A**

Attempt all questions. All questions are compulsory.

**1×5 = 5 Marks (CO1)**

Q. 1 (A): Discuss the branding challenges and opportunities in today's digital era?

Q. 1 (B): Discuss points of parity and points of difference with help of examples.

Q. 1 (C): Draw Brand Identity Prism of Apple or Pepsi or Levi's.

Q. 1 (D): Brand Revitalization: Don't Let Your Brands Turn into Sleepyheads. Comment

Q. 1 (E): Summarize Pros and Cons of Influencer Marketing.

**SECTION - B**

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

**7 x 3 = 21 Marks**

**Q. 2: (A).** Some of the companies in India have undertaken a process of corporate rebranding like: GoAir rebrands as Go First. Why should a company invest millions of rupees in creating a symbols or signs which is ambiguous and mean little to an average mind? Explain with the brand identity perspective. **(CO2)**

**Or**

**Q. 2: (B).** Recently, Lakmé Academy has roped in Ananya Panday as their brand ambassador. The brand has chosen Panday due to her long-standing relationship with Lakme Academy and Lakme Salon. With the help of Brand Resonance pyramid discuss what activities company should do to create strong resonance. (Discuss all variables of Brand Resonance Pyramid)

**Q. 3: (A).** A leading firm in the 'Fast-moving Consumer Goods' sector, found out through researcher that there is a vast potential in the branded JEERA WATER market that could be tapped. On the basis of this, the company decides to enter the market. Discuss the process of designing the positioning strategy for the product. **(CO3)**

**Or**

**Q. 3: (B).** Vaibhav and Rajan are two enterprising youth. They have passed out from a premier management institute. They decided instead of doing a job, they will launch ECO FRIENDLY containers made up of Rice Bran in Urban Market. For Vaibhav and Rajan fundraising was a serious handicap for Mass Production. However, the first trial batch of containers that they produced was bought by star hotel in Ghaziabad. Further, the hotel placed orders for supply of 400 containers every week. Vaibhav and Rajan want to sell containers in a very big way all over India. How will you guide Vaibhav and Rajan in a) Product strategies? b) Brand Positioning. c) Brand Strategies.

**Q. 4: (A).** Identify a fading brand. What suggestions you can offer to revitalize its brand equity? What marketing strategies would seem to work best? (CO2)

Or

**Q. 4: (B).** What is the basic idea of Co-branding? Recently *Denim brand Levis has partnered with Royal Enfield to launch a collection that includes jeans and jackets made from “Cordura Denim” with a high abrasion resistance that is built to last.* Discuss what are the benefits for both the brands in this initiative.

### SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

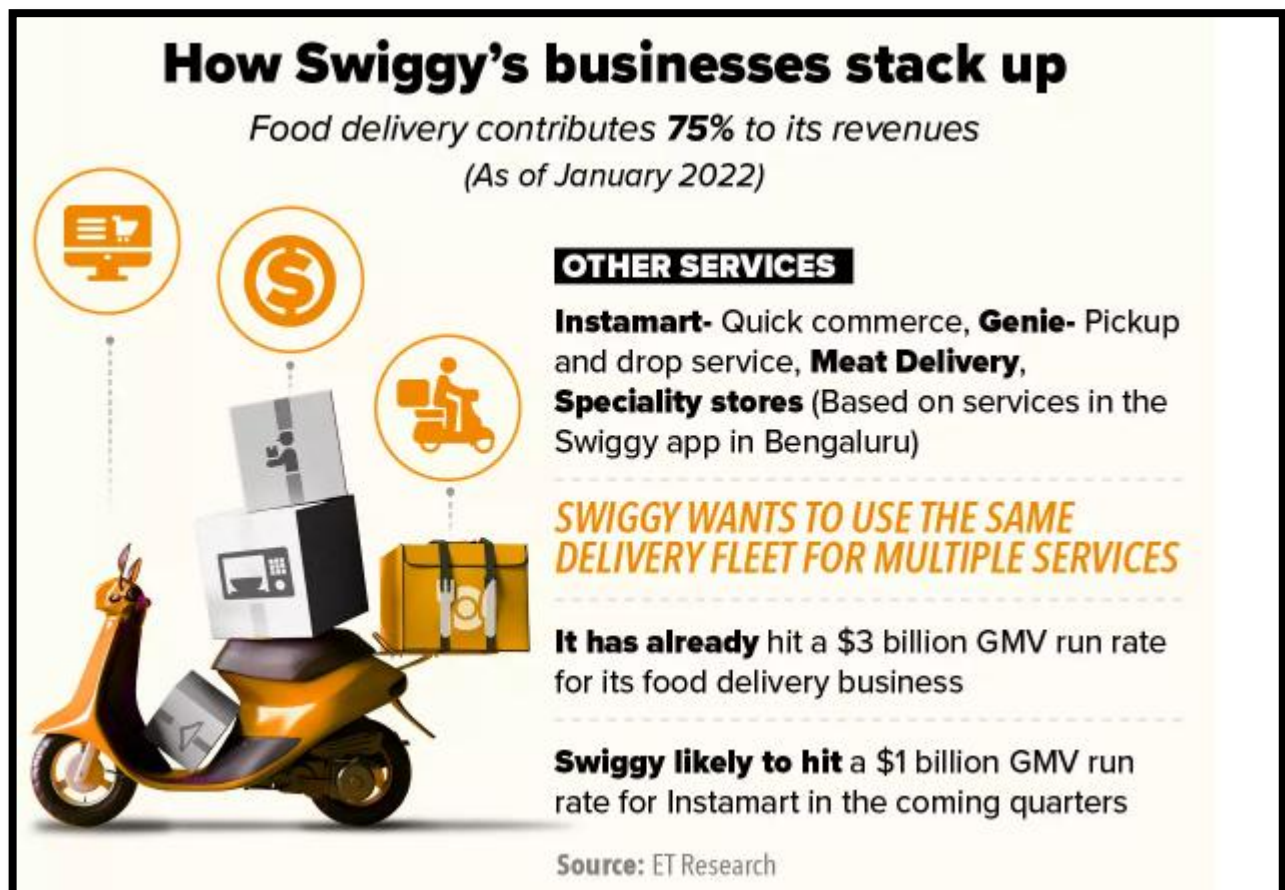
**Q. 5: Case Study: (CO4)**

**“Swiggy working on marketplace model to onboard local stores and D2C brands”**

As per Economic Times (May 26, 2022), Food delivery app Swiggy is testing the waters for a broader ecommerce play. The restaurant aggregator platform is working on a marketplace model to onboard local stores and direct-to-consumer (D2C) brands, multiple people aware of the matter said, adding that a pilot project is already under way. This is yet another instance of the Soft Bank-backed company looking to diversify outside of its core food delivery business.

“The idea right now is to onboard local electronics and fashion retailers onto the Swiggy platform,” one source said.

According to the content of the pilot that ET has reviewed, Swiggy’s delivery fleet will not deliver the orders. Instead, the merchant will fulfill the order. The company may look at using its existing delivery fleet in the future though.



“This is not a hyper local play. They (Swiggy) are building it as a national marketplace looking to enter the e-commerce business now.

They are on boarding electronics merchants, too,” a person aware of the plan said. We’re currently piloting a platform named Minis on Swiggy that enables D2C brand. Small businesses and individual entrepreneurs to showcase their offerings directly to lakhs of customers,” Swiggy confirmed the development to ET. The ecommerce foray comes at a time when its core food delivery business has slowed.

**Question:**

**Q. 5: (A).** Is the brand extension strategy of **SWIGGY is in right direction**. What suggestions would you like to give Swiggy to effectively manage their branding strategy?

**Q. 5: (B).** Critically evaluate the statement "*Food delivery players have built some capabilities over the years. Now they are looking at innovating and fully leveraging the platform.*"

**Mapping of Questions with Course Learning Outcome**

<b>Question Number</b>	<b>COs</b>	<b>Bloom’s taxonomy level</b>	<b>Marks Allocated</b>
Q. 1:	<b>CO1</b>		<b>05 marks</b>
Q. 2:	<b>CO2</b>		<b>07 marks</b>
Q. 3:	<b>CO3</b>		<b>07 marks</b>
Q. 4:	<b>CO2</b>		<b>07 marks</b>
Q. 5:	<b>CO4</b>		<b>14 marks</b>

**Note:** Font: Times New Roman, Font size: 12.