

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24)**  
**END TERM EXAMINATION (TERM -III)**

**Subject Name: Product and Brand Management**

**Time: 02.00 hrs**

**Sub. Code: PGM32**

**Max Marks: 40**

**Note:**

**All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, B carries 21 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.**

**Kindly write the all the course outcomes as per your TLEP in the box given below:**

- CO1-** Identify, discuss and indicate variables that drive the success of brands and product lines and the interrelationships among these variables.  
**CO2-** Utilize practical tools to interpret, relate and evaluate product and brand strategies in an array of customer contexts and competitive contexts for crafting and driving brand strategy.  
**CO3-** Demonstrate competency related to launching, leveraging and defending strong brands in different sectors  
**CO4-** Develop critical thinking skills for developing and enhanced brand performance in management positions.

**SECTION - A**

Attempt all questions. All questions are compulsory.

**1×5 = 5 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<b>Q. 1: (A).</b> Differentiate between Brand Identity and Brand Image. <b>Q. 1: (B).</b> Define Brand Recall. With the help of 2 brands. <b>Q. 1: (C).</b> Describe Brand Elements of i) COKE ii) Dove <b>Q. 1: (D).</b> Describe Brand Extension at length with proper illustrations. <b>Q. 1: (E).</b> How Social Media be used for brand management? <b>(Entire Sec A to be assigned one CO.)</b>	CO 1	Underst and L2 Remem ber L1 Analyze L4

**SECTION – B**

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

**7 x 3 = 21 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<b>Q. 2: (A).</b> Style, fashion, and fad are different types of products that have distinct product life cycles. Compare and contrast the life cycles of these 3 taking suitable examples  <b>Or</b> <b>Q. 2: (B).</b> ABC Corporation is a multinational conglomerate that operates in multiple industries such as manufacturing, healthcare, and retail. The company has a diverse product portfolio with multiple brands in each industry. The management team of ABC Corporation wants to evaluate its product portfolio to identify the most profitable products and decide on future investment strategies. The team has decided to use the BCG matrix to analyze the product portfolio.  Data:	CO 2	Apply L3 Analyze L4

<p>Brand A: The company's flagship product in the healthcare industry, Brand A, has a 50% market share and generates a revenue of \$500 million annually. The product has been in the market for over a decade and is still growing at a steady rate.</p> <p>Brand B: The company's manufacturing brand, Brand B, has a 20% market share and generates a revenue of \$200 million annually. The product is in the mature stage of its life cycle, and its growth rate has slowed down in recent years.</p> <p>Brand C: The company's retail brand, Brand C, has a 10% market share and generates a revenue of \$100 million annually. The product is in the introduction phase of its life cycle, and its growth rate is expected to be high in the coming years.</p> <p>Brand D: The company's manufacturing brand, Brand D, has a 5% market share and generates a revenue of \$50 million annually. The product is in the decline phase of its life cycle, and its growth rate has been negative for the past two years.</p> <p>Recommend various strategies for each Brand using BCG Matrix. (CO2)</p> <p>(internal choices with two questions corresponding to the same CO)</p> <p><b>Q. 3: (A).</b> Can leveraging Secondary Brand Associations lead to Brand Building? Taking real examples explain the same with reference to 1) Line extension 2) Brand Extension and 3) Co Branding. (CO3)</p> <p><b>Or</b></p> <p><b>Q. 3: (B).</b> CBBE model is a powerful tool for brand managers looking to build strong brand equity and create lasting relationships with their customers. Take a Product brand of your choice and analyze and explain the brand using Keller's Customer-Based Brand Equity (CBBE) framework. (CO3)</p> <p>(internal choices with two questions corresponding to the same CO)</p> <p><b>Q. 4: (A).</b> Hush Puppies' suede shoes, symbolized by the cuddly, rumped, droopy-eyed dog, were a kids' favorite in the 1950s and 1960s. Changes in fashion trends and a series of marketing mishaps eventually resulted in an outdated image and diminished sales. It successfully bounced back in the market as a revitalized brand. In this context critically analyze and describe the brand revitalization strategies adopted by Hush Pippies. (CO3)</p> <p><b>Or</b></p> <p><b>Q. 4: (B).</b> Choosing a brand of your choice, define and analyze the key elements of a brand's identity using Brand identity Prism. (CO3)</p> <p>(internal choices with two questions corresponding to the same CO)</p>		<p>Analyze L4 Create L6</p>
<b><u>SECTION – C</u></b>		
Read the case and answer the questions	<b>7×02 = 14 Marks</b>	
<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<b>Q. 5: Case Study:</b>	CO	Evaluate L5



Long before any of our favourite cold drink brands dominated the market, there existed this ‘Made In India’ cola drink named Campa Cola which was closer to probably everyone’s heart during the 1990s. Campa Cola was a huge part of the Indian market for over two decades before two US-based cola giants led to the eventual decline of the desi cola brand.

Campa Cola vanished from the shelves of grocery stores by the year 1999, but now is making a comeback as Reliance Industries plans to relaunch the product by Diwali this year. In a bid to scale up the FMCG business, Reliance Industries this week acquired the brand Campa and has planned to re-launch the Cola product by October this year nearing Diwali.

According to reports, Reliance Industries purchased the brand from Delhi-based Pure Drinks Group for around Rs 22 crore and said that it would relaunch the Campa cola by October this year. The Campa Cola will be relaunched in three flavours including its iconic cola, the lemon flavour, and orange.

With this, the brand will attempt to compete with existing similar cola products including Coca-Cola and PepsiCo, which once led to Campa’s gradual demise in the 1990s. While other desi cold drink brands Thums Up, Limca, Gold Spot, Citra and Maaza were purchased by Coca-Cola from Parle in 1993, resulting in the continued presence of those brands in the market, Campa Cola was not subject to any such acquisition. Reports mention that the product will be accessible for purchase in Reliance Retail shops, JioMart outlets, and Kirana retailers that buy Reliance items.

**Reliance eyeing on the FMCG market**

Reliance Industries is planning to enter the Fast-Moving Consumer Goods (FMCG) market. Recently, at the 45th Annual General Meeting (AGM) of the company, Isha Ambani who is the director of Reliance Retail Ventures Ltd (RRVL) said that the company would launch the FMCG goods business this year. According to the reports, Reliance Industries have identified around two dozen potential brands which can be acquired or partnered with by the company to strengthen the FMCG sector. “A couple of deals have already fallen through due to the high valuations sought. Reliance’s strategy is to go for small-sized deals valued at a few crores”, the company executive stated to the Economic Times.

With the early onset of summer, summer-centric products including soft drinks and ice-creams are seeing high double digit growth, with companies rushing to

<p>stock at both physical grocery retailers and online stores.</p> <p>Questions:</p> <p>Q. 5: (A). What were some of the challenges that the Reliance Group faced in rebranding Campa Cola, and how did they address these challenges?</p> <p>Q. 5: (B). How did the company balance the need to appeal to younger consumers with the need to retain the brand's heritage and nostalgia for older consumers?</p> <p>(So Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)</p>		
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**Kindly fill the total marks allocated to each CO's in the table below:**

<b>COs</b>	<b>Marks Allocated</b>
CO1	5 Marks
<b>CO2</b>	<b>7 Marks</b>
<b>CO3</b>	14 Marks
<b>CO4</b>	14 Marks

**(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)**

**Blooms Taxonomy Levels given below for your ready reference:**

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**