

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25) END TERM EXAMINATION (TERM -III)

Subject Name: **Product and Brand Management**Sub. Code: **PGM 32**Time: **02.00 hrs**Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section 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-** Examine brand concepts in a real-life setting by articulating the context of and the rationale for the application.
- **CO4-** Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.
- **CO5-** Formulate effective branding strategies for both consumer and business products/services with the insights from marketing intelligence/analytics and understanding of social/digital media

SECTION - A		
Attempt all questions. All questions are compulsory.	1×5 = 5 Marks	
Questions	CO	Bloom's
		Level
Q. 1: (A). Define Multi Branding strategy with one brand example.	CO1	Understand
Q. 1: (B). What is the significance of consumer perceptions in brand		L2
management?		Remember
Q. 1: (C). How can brands leverage celebrity endorsements to create		L1
brand associations?		Analyze
Q. 1: (D). What characterizes a "question mark" or "problem child" is	n	L4
the BCG matrix?		
Q. 1: (E). What role does brand image play in a brand audit?		
(Entire Sec A to be assigned one CO.)		
CE CELONY D		

SECTION - B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice) $7 \times 3 = 21$

Marks

Questions		Bloom's
		Level
Q. 2: (A). Can brands like Philips leverage their home country image to	CO	Apply L3
operate in global markets?	2	Analyze
Or		L4
Q. 2: (B). Can there be category salience like brand salience?		

Q. 3: (A). How does the Procter & Gamble-owned brand Gillette utilize umbrella branding to maintain market leadership in the men's grooming industry while offering multiple product lines such as razors, shaving creams, and aftershaves? Or		
Q. 3: (B). Explain how the collaboration between Starbucks and Spotify enhances the customer experience through co-branding in the realm of coffee and music?	CO3	Evaluate L5
Q. 4: (A). What is brand portfolio management, explain brand architecture strategies, such as umbrella brands, sub-brands, and multiple brands with brand example. Is there any challenges in these strategies? If yes, discuss Or Q. 4: (B). What suggestions will you give to revitalize a fading brand like Rooh Afza Sharbat?	CO 5	Apply L3 Analyze L4

SECTION - C

Read the case and answer the questions

 $7 \times 02 = 14 \text{ Marks}$

Questions	CO	Bloom's Level
Q. 5: Case Study: <u>Dabur launches Odomos Universal; teams up with Kajol</u>	CO4	Create L6



On 5th April, 2024 Dabur India has announced its entry into mosquito liquid vaporizer category with the launch of Odomos Universal Mosquito Liquid vaporizer. The company has also roped in Bollywood actor Kajol as the face of this new brand. A series of campaigns, featuring Kajol, will be launched shortly to promote this product, the company stated in a press release.

"We are excited to introduce Odomos Universal mosquito liquid vaporiser, offering advanced protection against mosquitoes. The decision to venture into the mosquito liquid vaporizer segment comes as part of Dabur's intend to expand the total addressable market for its products. With the increasing concern over mosquito-borne diseases Odomos Mosquito Liquid Vaporiser aims to offer effective and long lasting protection against mosquitoes.

The decision to venture into the mosquito liquid vaporizer segment comes as

part of Dabur's intends to expand the total addressable market for its products. With the increasing concern over mosquito-borne diseases, Odomos Mosquito Liquid Vaporizer aims to offer effective and long- lasting protection against mosquitoes," Abhishek Jugran, executive vice president-marketing, Dabur India said.

Ouestions:

- Q. 5: (A). How does Dabur India aim to differentiate its Odomos Universal Mosquito Liquid Vaporizer from existing products in the market?
- Q. 5: (B). DO you think that actor Kajol can boost the promotion and sales of Dabur India's new mosquito liquid vaporizer?

(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO4	14 Marks
CO5	7 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