

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)**  
**END TERM EXAMINATION (TERM -III)**

Subject Name: Product & Brand Management

Time: **02.00 hrs**

Sub. Code:PGM32

Max Marks: **40**

**Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.**

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

<b>CO1: Identify</b> , discuss and indicate variables that drive the success of brands and product lines and the interrelationships among these variables.
<b>CO2: Utilize</b> 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.
<b>CO3: Examine</b> brand concepts in a real-life setting by articulating the context of and the rationale for the application
<b>CO4: Conduct</b> a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.
<b>CO5: Formulate</b> effective branding strategies for both consumer and business products/services with the insights from marketing intelligence/analytics and understanding of social/digital media
<b>CO6: Analyze</b> the role of Artificial Intelligence (AI) and sustainability in shaping modern brand strategies, emphasizing the integration of eco-conscious practices and data-driven insights to build sustainable, future-ready brands.

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2×6 = 12 Marks**

Questions	CO	Bloom's Level
<b>Q. 1: (A).</b> How is Apple positioning the Vision Pro in its product portfolio?	CO1	L1
<b>Q. 1: (B).</b> How does the BCG Matrix guide product portfolio decisions?		
<b>Q. 1: (C).</b> Differentiate between Brand Identity and Brand Image.		
<b>Q. 1: (D).</b> Explain Point of Differentiation (POD) with the help of example.		
<b>Q. 1: (E).</b> What are the differences between umbrella and sub-brand strategies?	CO2	L2
<b>Q. 1: (F).</b> How is L'Oréal using AI to enhance customer experience in branding?		

**SECTION – B**

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

**6 x 3 = 18 Marks**

Questions	CO	Bloom's Level
<b>Q. 2: (A).</b> Using the CBBE model, analyze how “Spotify” has built strong brand equity among Gen Z and millennial users globally. Discuss elements such as emotional branding, user experience, and loyalty. <b>OR</b> <b>Q. 2: (B).</b> Examine how “Samsung” uses brand imagery and customer experience to create brand judgments and feelings as per Keller’s CBBE model. Support your answer with campaign examples.	CO3	

<p><b>Q. 3: (A).</b> <i>Mamaearth, an Indian D2C personal care brand, has built its brand equity through emotional storytelling, “goodness inside” campaigns, and strategic influencer partnerships.</i> Conduct a basic brand audit for Mamaearth, considering its rise as a digital-first personal care brand. Identify strengths, gaps, and strategic recommendations.</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 3: (B).</b> Perform a brand audit of “Boat” (boAt Lifestyle), the Indian consumer electronics brand. Analyze its brand strengths, perceived gaps, and suggest strategic branding initiatives to maintain competitive advantage in the youth market.</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 4: (A).</b> <b>Lenskart</b> has access to digital customer behavior data showing that users abandon their cart after trying virtual AR features. Based on this marketing intelligence, what branding actions would you recommend to improve brand trust, drive conversions, and increase brand loyalty online?</p> <p style="text-align: center;"><b>OR</b></p> <p><b>Q. 4: (B). Scenario:</b> Analytics from Zepto’s app show that <b>older users (40+) are hesitant to trust</b> 10-minute delivery claims and often abandon their cart before checkout. <b>Question:</b> What branding tactics and trust-building tools can Zepto use to engage this segment? Mention content formats, trust signal and campaign ideas.</p>	CO4	
<p style="text-align: center;"><b><u>SECTION - C</u></b></p> <p>Read the case and answer the questions <span style="float: right;"><b>5×02 = 10 Marks</b></span></p>		
Questions	CO	Bloom’s Level
<p><b>Q. 5: Case Study:</b> Zepto's Ghibli-Style Marketing Campaign</p> <p><i>In an innovative marketing move, Zepto, the Indian quick-commerce company, launched a campaign featuring Ghibli-style animations to promote its 10-minute delivery service. This creative approach aimed to differentiate Zepto in the crowded quick-commerce market by appealing to a younger demographic and leveraging the nostalgic and artistic appeal of Ghibli-style visuals.</i></p> <p>Founded in 2021, Zepto rapidly expanded its operations, boasting over 250 dark stores across ten metropolitan areas in India by August 2024. The quick-commerce sector in India is highly competitive, with major players like Swiggy Instamart, Blinkit, and BigBasket vying for market share. In this context, Zepto sought to carve out a unique brand identity to capture and retain a loyal customer base.</p> <p><b>The Campaign:</b></p> <p>The Ghibli-style campaign was rolled out across various digital platforms, including social media, YouTube, and in-app advertisements. The animations depicted whimsical, fantastical scenarios where characters placed orders through Zepto and received their deliveries in record time, emphasizing the brand's promise of swift service. The art style, reminiscent of Studio Ghibli's</p>	CO6	

renowned films, was chosen to evoke a sense of nostalgia and warmth, creating an emotional connection with viewers.		
<p>Zepto through its unique Ghibli style campaign, tries to differentiate and stand out in the quick-commerce market by adopting a unique and memorable marketing approach. Leverage the sentimental appeal of Ghibli-style animations to foster a deeper connection with the target audience, thus tries to engage emotionally and finally, reinforce value proposition of 10-minute deliveries through engaging storytelling, speed and sustainability. The campaign garnered significant attention on social media, with high engagement rates and positive feedback from viewers appreciating the artistic approach. It led to an increase in app downloads and a notable uptick in order volumes during the campaign period. Industry analysts praised Zepto for its innovative marketing strategy, noting its effectiveness in enhancing brand recall.</p> <p><b>Questions:</b></p> <p><b>Q5. (A)</b> Analyze how Zepto's Ghibli-style campaign integrates AI, emotional storytelling, and visual aesthetics to enhance consumer engagement and brand equity. Why does this style work particularly well with Gen Z audiences?</p> <p><b>Q5. b)</b> Evaluate how Zepto's eco-conscious delivery strategies (e.g., electric bikes, green tags) complement its AI-powered brand ecosystem. How does this balance of speed and sustainability contribute to building a future-ready brand?</p>	CO6	

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

COs	Question No.	Marks Allocated
CO1	Q.1 A,B,C	6
CO2	Q.1 D,E,F	6
CO3	Q.2	6
CO4	Q.3	6
CO5	Q.4	6
CO6	Q.5	10

**(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**