



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 (2019 -21)

MID TERM EXAMINATIONS (TERM -V)

Academic Session- 2020-21

Subject Name: Product and Brand Management

Time: 01.30 hrs

Sub. Code: PGM03

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 – A04+04 = 08 Marks

Q. 1: Case Study: (CO2: L3 & L4)

SECTION – A__04+04 = 08 Marks

Radio Mirchi rebrands as 'Mirchi' - a music and entertainment company

Radio Mirchi, the FM radio brand, has rebranded itself 'Mirchi' - a music and entertainment company. After 19 years, the radio brand has undergone a complete transformation with the campaign 'Sirf Radio nahi, har Entertainment Mein Mirchi Hai'. The change in the branding strongly reflects Mirchi's hyperlocal, multi-format and multi-platform content and solutions capabilities that cut across digital, Live and FM.

The brand will now focus on creating diverse avenues and content to be a part of their consumer's life, regardless of the platform of consumption, be it radio, digital, or live events. Mirchi's FM arm features the Mirchi, Mirchi Love and Kool channels. Under the Live offering, the brand will continue with its on-ground and virtual events. The digital arm of business focuses on new media properties like web radios, Mirchi Originals, MirchiMurga and Filmy Mirchi among others.

The renewed brand identity also heightens the company's focus and forte to build customised city-centric brand solutions for its advertisers aligned to its 'hypervocal for hyperlocal' strategy. Currently, the FM business stands at 66 per cent of overall revenues with solutions and digital making up the rest. Prashant Panday, managing director and chief executive officer, Mirchi, says, "Over two decades, we have built a strong brand. Over the last few years we have been diversifying into content capabilities across multiple formats and platforms. The new brand identity signals our strategic pivot from a pure play radio company to a full-suite solutions provider for our consumers and advertisers. This marks the beginning of a new era for us and depicts our transformation to become India's number 1 city-centric music and entertainment company."

As an extension of this new identity launch, Mirchi will be launching the song, 'Sirf Radio nahi, har Entertainment mein Mirchi Hai' featuring India's leading artists. The company will also be launching an A to Z video series, wherein each alphabet represents an entertainment feature or content created by the company since its inception.

(A) How has Mirchi been able to develop its Brand Equity over the last two decades. Explain with the help of David Aaker's Customer Based Brand Equity Model?

(B) As a consumer of Radio Mirchi, how do you describe the Brand Personality of Mirchi? Do you think that the decision to rebrand is in a right direction.

SECTION– B02×03 = 06 Marks

- Q. 2: Discuss what factors contribute to the success or failure of a brand in the market place by picking up one example each from an FMCG and Consumer Electronics your choice. **(CO4: L5 & L6)**
- Q. 3: Compare and Contrast Kapferer’s Brand Identity Prism of Nike and Apple. **(CO2: L3 & L4)**
- Q. 4:“People have more faith in Brands rather than products”. Critically analyze the statement with role and importance of branding with an example.**(CO1: L2,L1 & L4)**

SECTION– C03×02 = 06 Marks

- Q.5Take example of AMUL brand and discuss various categories into which Amul has extended itself. What kind of extension strategy is it following? **(CO1: L2,L1 & L4)**
- Q. 6. A Premium end hair gel was launched by an MNC in the Indian market. A careful research indicated that it has a niche market but is very profitable. However, it coincided with the timing of another gel launch by an Indian company. Both the products were a success. What factors attributed to each company's success? **(CO3: L4& L6)**

Mapping of Questions with Course Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	Q4 and Q5	5
CO2	Q1 and Q3	10
CO3	Q6	3
CO4	Q2	2