



Roll No.....

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)
END TERM EXAMINATION (TERM -V)**

Subject Name: **Product and Brand Management**

Time: **02.30 hrs**

Sub. Code: **PGM-03**

Max Marks: **60**

Note:

All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

2×5 = 10 Marks

Q. 1 (A): Differentiate between Brand Rejuvenation and Rebranding.

Q. 1 (B): Define Category Extension with example.

Q. 1 (C): Define Brand Cannibalization with example.

Q. 1 (D): Differentiate between Slogans and Jingles

Q. 1 (E): Define Generic Brands with example.

(CO-2)

SECTION - B

10 x 3 = 30 Marks

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

Q. 2: (A). A Consumer products company engaged itself in manufacturing & marketing of household products like OTG (oven, toaster, grill) electric geezers, electrical irons and steam irons has developed a new smart home security system which alters the used to potential threat to once home from fire, smoke or burglary. It is now wants to brand this product. What should be its brand strategies to achieve a target the household durable market in India?

or

Q. 2: (B). McDonald has grown its brand equity over the years. Has McDonald's changed in different economic times are in different parts of the world? Explain

(CO-3)

Q. 3: (A). Parle Agro has introduced Café Cuba, a coffee-flavoured carbonated drink multiple. It was launch with the bang, but could not succeed. Why do you think Paley could not succeed when it has had an experience of building some of the most powerful brands like thumbs up, GoldSpot, Limka and Mazda?

or

Q. 3: (B). The celebrity chef Sanjeev Kapoor is associated with yellow chilies a series of restaurants. He stars in his own ground breaking chef/food based TV programs, and has a number of books and other business interest. Discuss the view that celebrity cannot be brand as they do not meet the common brands criteria.

(CO-2)

Q. 4: (A). A company in the consumer durable industry has just added an electronic, cordless broom to its product line and has approached you for positioning. The product is targeted at the middle income households and is priced at Rs. 2200. The company is a leader in its other product lines. Work out a Brand extension strategy and its rationale for this product. Give reasons for the same.

or

Q. 4: (B). Evaluate HSBC's recent business and marketing shift. How do you think its current ad campaign and tagline "HSBC helps you unlock the world's potential," resonate with its key consumers?

(CO-4)

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 5: Case Study:

Swiggy India is a popular delivery app in India founded in 2014 became the fastest unicorn in just five years. In 2019 it is leading food delivery app market in India. Recently Instagram launched its new feature of voice message where people can interact to a post by voice up to 1 minute by It will send automatically when you release the button, so you can slide your finger over to the trash button to remove it if you don't feel confident about sending it or want to re-record it. Swiggy India made the best use of this feature, they launched a campaign on it, giving 1-year free food voucher to the best voice message and this became viral on Instagram. Many Influencers and star videos and entries were also received making it the most popular user-generated campaign and top digital marketing

Questions:

Q. 5: (A). Emotional branding is becoming an important way to connect with customers and create different situation from competitors. The emotional differences are often most powerful when they are connected to underline functional differences. Explain in reference to the case cited.

Q. 5: (B). Explain the processes and issues associated with the development of new products and services and how they are adopted by marketers.

(CO-1)

Mapping of Questions with Course Learning Outcome

Question Number	Cos	Marks Allocated
Q. 1:	(CO-2)	10 marks
Q. 2:	(CO-3)	10 marks
Q. 3:	(CO-2)	10 marks
Q. 4:	(CO-4)	10 marks
Q. 5:	(CO-1)	20 marks

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