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**PRESIDENCY
UNIVERSITY**

BENGALURU

School of Management

Mid - Term Examinations – November 2024

Semester: III

Date: 08-11-2024

Course Code: MBA 3077

Time: 02:00pm – 03:30pm

Course Name: PRODUCT AND BRAND MANAGEMENT

Max Marks: 50

Program: MBA

Weightage: 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3 marks.

5Q x3M=15M

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|---|---|------------|-----------|------|
| 1 | Define "user persona" and explain its purpose in product development. | 3
Marks | Knowledge | CO 1 |
| 2 | Define product management. | 3
Marks | Knowledge | CO 1 |
| 3 | Name two methods for prioritizing features in a product roadmap. | 3
Marks | Knowledge | CO 1 |
| 4 | Explain the significance of the conceptualization stage in the product development process. | 3
Marks | Knowledge | CO 2 |
| 5 | List three artifacts that can be created during user research. | 3
Marks | Knowledge | CO1 |

Part B

Answer ALL the Questions. Each question carries 10 marks.

2Q x10M=20M

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|----|--|-------------|-------------|------|
| 6 | Explain the importance of user research in the product development process. Provide two examples of user research methods. | 10
Marks | Application | CO 2 |
| OR | | | | |
| 7 | Describe the concept of a product roadmap and its application in product management. | 10
Marks | Application | CO 2 |

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|---|--|-------------|-------------|------|
| 8 | Discuss the stages of the product development process, highlighting the conceptualization stage. List the key activities take place during this stage. | 10
Marks | Application | CO 2 |
|---|--|-------------|-------------|------|

OR

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|---|---|-------------|-------------|------|
| 9 | Analyze the importance of building target user/customer personas. How do they influence product design and development? | 10
Marks | Application | CO 3 |
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Part C

Answer the Question. Question carries 15 marks.

1Q x15M=15M

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|----|---|-------------|----------|------|
| 10 | Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leader, with the launch of its mass brand, Colour N Care. While this would be Revlon's first India-specific brand, it would also mark a detour from Revlon's premium positioning. Priced at Rs 120, Colour N Care would compete with Garnier, which commands about 75% share of the mass hair colour market, and Godrej. About 60% of the Rs 200-crore hair colour market is dominated by mass brands priced around Rs 100. "It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets," said Umesh K Modi, chairman, president and CEO, Modi Group. | 15
Marks | Analysis | CO 3 |
|----|---|-------------|----------|------|

The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like Colour Silk, Top Speed and Colour Stay, priced at Rs 250, Rs 375 and Rs 450 respectively.

With the launch of Colour n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors.

For Modi Revlon, about 20% of its revenue comes from the hair colour business. It has a 12% market share of the total hair colour market.

Questions:

1. Explain brand strategy of Revlon.
2. Critically analyze firms brand structure. What challenges you foresee for the firm?