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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 11 - 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM(PG) | **Program:** MBA | |
| **Course Code :** MBA3077 | **Course Name :** Product and Brand Management | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **15** | **15** | **40** | **30** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 3marks. 3Mx10Q=30M** | | | | |
| **1.** | Define the term Product & Product Management. | 3 Marks | Comprehension | CO1 |
| **2.** | Explain the components of Research Artefacts in short. | 3 Marks | Comprehension | CO1 |
| **3.** | Explain the types of Prioritization models. | 3 Marks | Comprehension | CO1 |
| **4.** | Explain the difference between Product & Brand. | 3 Marks | Comprehension | CO1 |
| **5.** | Describe the significance of Brands, from the consumer’s viewpoint. | 3 Marks | Comprehension | CO1 |
| **6.** | Define the term Brand Equity. | 3 Marks | Comprehension | CO2 |
| **7.** | Describe the components of Brand Elements. | 3 Marks | Comprehension | CO2 |
| **8.** | Define the term Brand Positioning. | 3 Marks | Comprehension | CO2 |
| **9.** | Explain the difference between POP & POD. | 3 Marks | Comprehension | CO2 |
| **10.** | List the challenges & opportunities associated with Brand Extension. | 3 Marks | Comprehension | CO2 |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** | | | | |
| **11.** | Explain the stages of Strategic Brand development Process and its application in detail. | **10 Marks** | **Application** | **CO3** |
| **or** | | | | |
| **12.** | Explain various Brand Development strategies with appropriate examples. | **10 Marks** | **Application** | **CO3** |

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| **13.** | Explain the term Brand Equity, its components & significance with appropriate examples. | **10 Marks** | **Application** | **CO3** |
| **or** | | | | |
| **14.** | Explain Customer bases brand equity model and its application with appropriate examples. | **10 Marks** | **Application** | **CO3** |

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| **15.** | Explain the role and importance of Brand elements in creation of Brand Identity with example. | **10 Marks** | **Application** | **CO3** |  |
| **or** | | | | |  |
| **16.** | Describe the role and application of Brand Prism in building Brand Image & Identity with appropriate example. | **10 Marks** | **Application** | **CO3** |  |

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| **17.** | Explain the role and significance of Integrated Marketing Communication in building Brand value. | **10 Marks** | **Application** | **CO3** |
| **or** | | | | |
| **18.** | Describe the role & application of Brand Equity Management System with appropriate example. | **10 Marks** | **Application** | **CO3** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** | | | | |
| **19.** | EcoPure is a startup founded in 2022, specializing in eco-friendly cleaning products. The company’s first product was an all-natural, biodegradable multi-surface cleaner. Despite its superior quality and environmentally friendly features, EcoPure struggled to gain traction in a competitive market dominated by established brands.  EcoPure realized that while their product was strong, their brand presence and positioning were underdeveloped. They sought to address key branding issues to differentiate themselves, create emotional resonance, and build long-term equity.  Challenges Identified:  1.Product vs. Brand: EcoPure focused heavily on promoting the product's functional benefits (biodegradability, chemical-free formula) but lacked a cohesive brand identity.  2.Importance of Branding: Consumers had limited awareness and emotional connection with EcoPure. They preferred established brands with a strong reputation.  3.Naming and Extensions: While "EcoPure" aligned with eco-friendly values, the company needed to introduce new product lines (e.g., laundry detergent, dish soap) and determine how to use the existing brand name for extensions.  Provide recommendations to solve the above listed challenges with the help of existing frameworks such as Brand Prism, Brand Elements etc. | **15 Marks** | **Analysis** | **CO4** |
| **20.** | Yummy Noodles, known for its 2 minute, healthy and tasty noodles is one of the market leaders, since 1990 with 80% market share in Indian urban market.  Recently, the company faced negative publicity, when the latest report by WHO mentioned that Yummy Noodles contain excess amount of lead content which is harmful for health.  Suggest a Strategic Brand Development & Repositioning approach for Yummy Noodles to regain trust and its previous brand image. | **15 Marks** | **Analysis** | **CO4** |