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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations –JAN-FEB 2025** |
| **Date:** 30 – 01- 2025 **Time:**09:30 am – 12:30 pm |

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| **School:** SOM | **Program:** Ph.D. | |
| **Course Code :** MGT932 | **Course Name :** Product and Brand Management | |
| **Semester**: | **Max Marks**: 100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **20** | **20** | **20** | **20** |

**Instructions:**

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

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Using Ansoff’s Product-Market Matrix, develop a strategy for a company that is aiming to grow in a new market with an existing product. Justify how this strategy would impact the company's risk and market position. | **10 Marks** | **3** | **CO1** |
| **2** | Using the BCG Matrix, evaluate a company’s product portfolio that consists of four products: one cash cow, one star, one question mark, and one dog. Recommend actions for each product based on its position in the matrix. | **10 Marks** | **3** | **CO1** |
| **3** | Design a brand positioning strategy for a new eco-friendly laundry detergent in the market. Explain how you would position the brand to appeal to environmentally conscious consumers while balancing the firm’s objectives of profitability and market growth. | **10 Marks** | **3** | **CO2** |
| **4** | Design a comprehensive marketing program for a new smartwatch brand. Use product strategy, pricing strategy, and channel strategy to explain how these elements can work together to build brand equity in a competitive market. | **10 Marks** | **3** | **CO2** |
| **5** | Design a brand audit process for a leading soft drink brand. Outline how you would conduct a brand inventory and brand exploratory to assess the current brand positioning and the supporting marketing program. | **10 Marks** | **3** | **CO5** |
| **6** | Propose a brand tracking study for a luxury car brand aiming to measure brand awareness and customer loyalty. Explain the key metrics and methodologies you would use to monitor the brand's performance over time. | **10 Marks** | **3** | **CO5** |

**Part B**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** |  | GreenBite is a new organic food brand that aims to cater to health-conscious consumers in urban markets. The company is in the process of introducing a variety of organic snacks, beverages, and ready-to-eat meals. They want to establish a strong brand identity, differentiate from competitors, and ensure that their brand resonates with consumers. GreenBite has already decided on its product offerings but needs to focus on how to position the brand in the market.  Questions:   * + "Design a brand positioning strategy for GreenBite, focusing on brand identity, image, and differentiation. Explain how the positioning can align with consumer values such as health and sustainability."   + "Using the Customer-Based Brand Equity (CBBE) model, develop a plan to build strong brand equity for GreenBite. Explain the steps involved in creating brand knowledge and customer loyalty." | **20 Marks** | **L** | **CO3** |
|  | | | | | |
| **8.** | **a.** | SportFlex is a sports apparel brand that has been around for over a decade but has recently started to face competition from newer, trendier brands. SportFlex aims to refresh its brand to appeal to younger consumers, while maintaining its loyal customer base. The company is considering a rebranding initiative that includes updating the brand’s logo, name, and messaging. They plan to use brand extensions to introduce a new line of fitness accessories.  Questions:   * + "Develop a strategy for SportFlex to introduce a brand extension for a new line of fitness accessories. How would you ensure that the new product line fits within the existing brand image and adds value to the brand?"   + "Using the Brand Prism model, analyze how SportFlex can update its brand identity to appeal to a younger demographic while maintaining its credibility with its existing customer base." | **20 Marks** | **L** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***