Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 31 – 12- 2025 **Time:** 09:30am – 12:30pm

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

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	16	22	31	31	--

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 3marks. **10Q x 3M=30M**

1.	Explain the strategic difference between a Product and a Brand.	**3 Marks**	**L2**	**CO1**
2.	Classify the levels of a Product and provide a suitable industry example.	**3 Marks**	**L2**	**CO1**
3.	Outline the managerial implications of the Product Life Cycle in decision-making.	**3 Marks**	**L2**	**CO2**
4.	Explain Brand Identity in relation to organizational market positioning.	**3 Marks**	**L2**	**CO2**
5.	Describe Brand Personality with an appropriate market example.	**3 Marks**	**L2**	**CO2**
6.	Discuss the foundational logic behind the Customer-Based Brand Equity framework.	**3 Marks**	**L2**	**CO2**
7.	Identify the managerial purpose of Integrated Marketing Communication in building brands.	**3 Marks**	**L2**	**CO3**
8.	Explain how Pricing Strategy affects the perceived value of a brand.	**3 Marks**	**L2**	**CO3**
9.	Summarize the major components included in a Brand Audit for evaluating brand performance.	**3 Marks**	**L2**	**CO4**
10.	Discuss the conditions that require Brand Rejuvenation in competitive markets.	**3 Marks**	**L2**	**CO4**

Part B

Answer the Questions. **Total Marks 40M**

11.	**a.**	Describe the structure of the Product Hierarchy and explain its managerial relevance with suitable illustrations.	**10 Marks**	**L2**	**CO1**
		Or			
12.	**a.**	Discuss the significance of User Research and Persona Building in identifying and evaluating product opportunities.	**10 Marks**	**L2**	**CO1**
13.	**a.**	Explain the strategic criteria used in selecting Brand Elements for building long-term brand equity.	**10 Marks**	**L2**	**CO2**
		Or			
14.	**a.**	Discuss the strategic architecture of the CBBE Model and its implications for strengthening consumer relationships.	**10 Marks**	**L2**	**CO2**
15.	**a.**	Design an IMC Program for a premium herbal skincare brand targeting urban millennials, emphasizing touchpoint coherence.	**10 Marks**	**L3**	**CO3**
		Or			
16.	**a.**	Formulate an appropriate Brand Architecture Strategy for a multi-category FMCG firm expanding into health beverages.	**10 Marks**	**L3**	**CO3**
17.	**a.**	Analyze the process of conducting a comprehensive Brand Audit for a mid-market smartphone brand operating in India.	**10 Marks**	**L4**	**CO4**
		Or			
18.	**a.**	Diagnose the strategic challenges faced in Global Brand Management when adapting offerings across diverse cultural contexts.	**10 Marks**	**L4**	**CO4**

Part C

Answer all the Questions. Each question carries 15marks **2Q x 15M=30M**

19.	**a.**	A homegrown beverage brand, DesiSip, entered the ready-to-drink market with flavours inspired by regional tastes such as Aam Panna, Nannari, and Panakam. The brand positioned itself as a nostalgic companion that connects modern consumers to traditional homemade beverages. Its packaging, storytelling, and retail placement focused on evoking emotional memory rather than merely functional refreshment. The brand witnessed early adoption among urban youth who valued cultural authenticity and local sourcing.	**15 Marks**	**L3**	**CO3**

		However, the market is increasingly competitive with the presence of national FMCG players and premium artisanal beverage brands. DesiSip recognizes that brand differentiation must now extend beyond flavour uniqueness and expand into developing a stronger, consistent identity across consumer touchpoints. The brand intends to implement an Integrated Marketing Communications (IMC) strategy to enhance emotional resonance and drive loyalty-based repeat purchases. The management team is deliberating on adopting a unified brand message across digital, retail, events, influencers, and community-based marketing. They want to ensure that each communication channel reinforces the core narrative of "Taste of Home, Shared with Today's World." The IMC needs to connect nostalgia with aspiration, blending traditional sentiment with contemporary lifestyle appeal. Answer the following: a) Construct a cohesive IMC strategy for DesiSip to reinforce emotional brand attachment. b) Recommend suitable communication touchpoints and justify their selection for the target audience. c) Propose a brand storytelling approach that links cultural heritage with modern consumption behavior.			

20.	**a.**	Vigo, a well-known home cleaning brand, gained popularity two decades ago due to its affordability and strong availability in local markets. The brand was synonymous with value, practicality, and household familiarity. Over time, new entrants positioned themselves as premium and eco-friendly, creating a shift in consumer perception where "value" started to be associated with "quality experience" rather than simply low price. Vigo's communication strategy remained unchanged, relying heavily on traditional retail visibility and price promotions. Competition intensified as consumers began seeking brands that align with sustainability, safety, aesthetics, and lifestyle improvement. Vigo's functional messaging and outdated visual identity no longer appealed to evolving expectations. Market research revealed that younger consumers viewed Vigo as a "past generation brand," while existing loyal customers started shifting to more modern alternatives with better perceived quality and contemporary branding.	**15 Marks**	**L4**	**CO4**

		The company leadership now intends to rejuvenate Vigo by evaluating its brand equity, re-defining positioning, modernizing packaging, and adopting refreshed communication strategies. The challenge lies in balancing the brand's legacy identity with the new contemporary value proposition, without alienating its long-standing customer base. Answer the following: a) Analyze the key reasons contributing to Vigo's decline in brand equity. b) Recommend a brand rejuvenation strategy focusing on identity, packaging, and communication. c) Suggest repositioning pathways for appealing to both traditional consumers and emerging youth segments.			