

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III -2022

Course Code : MBA3060

Course Name : Product and Brand Management - Concepts and Insights

Program : MBA

Date : 1st -JAN-2024

Time : 10:00AM - 1:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

10 X 3M = 30M

1. Outline the role of product metrics in deciding product features, while developing new products in the smartphone segment, citing relevant examples.
(CO1) [Knowledge]
2. List some of the major differences between Product and Brand, citing relevant arguments to support your answer.
(CO1) [Knowledge]
3. Brand equity is defined as the sum total of the tangible and intangible assets of the brand. Describe the brand equity of Coke in this context.
(CO2) [Knowledge]
4. Brands like Cadbury use positioning strategies aimed at connecting with the Indian audience in a unique manner. List some popular campaigns from Cadbury that have been successful in the Indian market.
(CO2) [Knowledge]
5. The manner by which a product is sold or distributed can have a profound impact on the equity and ultimate sales success of a brand. Relate this concept to a brand using both traditional and digital channels for selling its products.
(CO2) [Knowledge]
6. Outline the points of parity (POP) and points of difference (POD) used by ICICI Bank to build brand equity in its target market.
(CO3) [Knowledge]

7. Sales promotion can be of 3 types, targeting 3 different audiences with the common objective of increasing sales. List some examples of the 3 types of sales promotion.
(CO3) [Knowledge]
8. Product brand strategy involves the assignment of a particular name to 1 & only 1 product as well as one exclusive positioning. Relate this concept to a car from Maruti, citing relevant arguments.
(CO3) [Knowledge]
9. Ingredient co-branding has become commonplace. Intel with Compaq is a common example. Identify some more cases of co-branding in the IT sector.
(CO3) [Knowledge]
10. The film Titanic intentionally includes universals of human experience that are timeless and familiar. By dealing in archetypes, the film touches people in all ages and cultures. Relate the film's success to the concept of brand archetype, citing relevant examples.
(CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

6 X 7M = 42M

11. Brand audit is a more externally, consumer-focused exercise to assess the health of the brand, uncover its sources of brand equity, and suggest ways to improve and leverage its equity. Discuss how an audit can be conducted for a leading brand in the automobile industry.
(CO4) [Comprehension]
12. A brand equity management system starts with defining the firm's view of branding and brand equity and explain why it is important. Select a brand that is known for its best practices and explain its brand equity management system.
(CO4) [Comprehension]
13. Brand tracking studies help monitor and assess the performance of a brand over time. They provide insights into brand health, consumer perceptions, and the effectiveness of marketing efforts. Select a brand and conduct a tracking study in the current scenario.
(CO4) [Comprehension]
14. Discuss the importance of the Interbrand method in calculating the financial value of a brand, citing relevant examples.
(CO4) [Comprehension]
15. Ageing refers to a slow but systematic decline of a brand over a long period of time. One symptom is the widening gap between spontaneous & assisted awareness. Brand still rings a bell but does not have the same impact on the market. Give examples of some brands that have aged and declined over time, citing relevant arguments to support your answer.
(CO4) [Comprehension]
16. Wal-Mart remains one of the best known brands in retailing, but its global forays have met with mixed success. Explain the reasons for Wal-Mart's success or failure in various global markets, citing relevant examples to support your answer.
(CO4) [Comprehension]

17. CASE STUDY – MAGNUM

Building on global efforts, Unilever brought the Magnum Pleasure Store to China, but evolved the concept to be a true experiential reflection of the brand promise. In 2014, the Magnum pleasure was delivered through an ice cream truck touring across top tier cities, when ice cream is normally bought at a convenience store. In 2015, the Magnum experience was upgraded to a multi-faceted pleasure. A pleasure that you could smell, see, taste and touch. The Magnum Pleasure Store was set up in one of the most modern, artistic, and experience-driven lifestyle shopping mall in downtown Shanghai, the K11. Instead of the typical pop-up store, it was set up in a rooftop garden environment offering Magnum-crafted desserts, and a make-your-own Magnum experience with a selection of different ice cream flavours, chocolate coatings and 24 different toppings. Furthermore, to ensure that the experience was seen as being a luxurious one, the experience ensured that there was always a feeling of scarcity of the physical event, while making it broadly available in digital media. The media challenge was connecting to a Chinese audience quickly transitioning away from traditional media such as TV, newspapers and magazines. Chinese consumers rely heavily on online and social recommendations, of the latest events and happenings, new restaurants and bars as reference. The more people talk about a location and share their experiences, it fuels the desire to visit. Therefore, new media and especially mobile channels were chosen as the foundation of an integrated communication for the digitally active generation.

Questions:

1. Illustrate the use of Sensory Branding techniques in marketing the Magnum brand.
2. Apply the concept of sensory branding in designing a Magnum store for the Indian market, to differentiate from competition.

(CO4) [Application]

18.**Lenovo**

PCs, or personal computers, are an integral part of many people's daily lives, both for work/study and entertainment. This category includes desktops, laptops, and tablets. In India, their presence in offices and homes has become more and more popular in recent years. The popularity of laptops was fueled by their flexibility, mobility, and the fact that they were just as powerful as desktops. This makes India one of the most important markets for the technology hardware industry. Lenovo, after acquiring the IBM's PC (personal computer) division, entered into the Indian PC market. IBM had expertise in selling its PC's to the corporate segment, so it was positioned as a major player in this segment. But, Lenovo was known for manufacturing low-cost PC's, so, handling brands with different positioning was a difficult task. Moreover, the company had to assure that the image of IBM in the Indian PC market would not get diluted. The Indian PC market was significantly dominated by the grey markets in the retail segment (household desktops), where the assemblers held more than half the market share. This segment was also price sensitive, and customers wanted more features at a low price. Lenovo had to decide whether to focus on the business segment or retail market (or both). The Marketing Mix had to be reworked for the Indian market, and success would come from understanding the buyer preferences in the PC segment.

Questions

1. Apply the concept of positioning to formulate an Integrated Marketing Communication (IMC) strategy for Lenovo in the Indian market.
2. Illustrate the differences that play a key role in this category while addressing the Indian consumer.

(CO4) [Application]