

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

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

Semester : Semester III - 2022

Course Code : MBA3060

Course Name : Product and Brand Mangement - 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. Recall the role of product metrics in monitoring and enhancing the profitability of the product portfolio of a company.
(CO1) [Knowledge]
2. Ultimately a brand is something that resides in the minds of consumers. State the strategy that can be used to brand an NGO, citing relevant arguments.
(CO1) [Knowledge]
3. Brand equity bestows some advantages on the brand. Outline some of these advantages and their role in strengthening the brand against competition.
(CO2) [Knowledge]
4. Gillette has consistently used the tagline "the best a man can get". State the positioning strategy being followed in this case.
(CO2) [Knowledge]
5. Price segmentation sets and adjusts prices for appropriate market segments. State some of the examples of price segmentation used by the entertainment industry, with suitable examples.
(CO2) [Knowledge]
6. IMC comprises of components like Public Relations which can be useful in defending a brand in crisis. Relate this concept to the Maggi example, citing relevant arguments.
(CO3) [Knowledge]
7. Identify the major differences between Advertising and Sales Promotion, citing relevant arguments to support your answer.
(CO3) [Knowledge]

8. Main advantage of umbrella brand strategy is capitalization on one single name & economies of scale on an international level. Relate this concept to brand Nestle, citing relevant examples.
(CO3) [Knowledge]
9. Capitalizing on synergies among a number of brands is another co-branding objective. Outline the strategy used by Dabur in this context.
(CO3) [Knowledge]
10. Brand perception is driven by more than just a rational and logical reaction and, in fact, most of our connection to a brand is driven by our emotions. Recall a popular Brand Archetype that led to a successful film involving a famous toy-based character, citing reasons for its success.
(CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

6 X 7M = 42M

11. The Brand Audit consists of two steps:
1.Brand Inventory
2.Brand Exploratory

Explain and give examples of the two steps in the context of a brand like Samsung (for its smartphone business).

(CO4) [Comprehension]

12. A brand equity management system is a set of organizational processes designed to improve the understanding and use of the brand equity concept within a firm. Three major steps help to implement a brand equity management system. Identify the steps and give examples of brands that have set up a robust brand equity management system.

(CO4) [Comprehension]

13. Tracking studies play an important role by providing consistent baseline information facilitate day-to-date decision making. A good tracking system can help marketers better understand a host of important considerations such as dynamics, consumer behavior, competitive vulnerabilities and opportunities and marketing effectiveness and efficiency. Explain the importance of brand tracking studies in handling a crisis for a brand in the FMCG industry.

(CO4) [Comprehension]

14. Identify the 3 components of the Interbrand method, used to calculate the financial value of a brand, citing relevant arguments to support your answer.

(CO4) [Comprehension]

15. A well-established brand is facing a decline in market share and relevance. Summarize a comprehensive brand rejuvenation plan, citing potential challenges and metrics for evaluating the success of the rejuvenation efforts.

(CO4) [Comprehension]

16. McDonald's remains a global success story in multiple markets despite facing stiff competition from both local and global players. Discuss some of the reasons for its success in various countries, with special reference to the Indian market.

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 14M = 28M

17. Smell is one of the most powerful senses, **and its relationship with brain activity is incredibly direct**, profound and powerful. Scent marketing is rooted in the latest research in neuro marketing, psychology, human biology and chemistry; it's this scientific innovation which enables professionals to devise incredibly effective **sensory marketing strategies**. Research from Rockefeller University indicates that **we remember 35% of what we smell**, compared with 5% of what we see and 2% of what we hear. That's why nowadays, commercial locations (retail stores, spas, hotels, shopping malls, event venues and so on) are often enriched with **fragrances designed specifically** to have a powerful impact on the emotions of whoever experiences them. Moreover, diffusing targeted perfumes can also have an impact in terms of the amount of time spent in store, customer loyalty, average transaction value and a high quality perception of the instore experience. Olfactory branding is the most **customised, creative and revolutionary** branch of sensory marketing. But what does olfactory branding mean? The ability of the perfume to integrate with the brand identity, to generate in the minds of consumers an inseparable link between the brand and its exclusive fragrance. The olfactory signature must therefore be specifically designed to fully represent the personality and vision of the brand.

Questions

1. Apply the concept of sensory marketing in the context of smell, to branding of airlines, automobiles and paints, citing relevant examples from each category.
2. Demonstrate the use of all 5 senses in building a holistic brand in the context of Amul, citing relevant arguments to support your answer.

(CO4) [Application]

18. Garnier Case Study

In recent years, the word 'natural' has acquired a life of its own in India. It's used colloquially to such a large extent that you could easily mistake it for an Indian word. The word is a compelling force in Indian culture and marketing: natural as a source description for ingredients, natural as a way of processing, natural as a sign of purity and potency, natural as a symbol of simplicity, natural as a premium descriptor, natural as healthy, natural as sustainable, natural as a rarity, natural as the opposite of artifice and natural as a synonym for untouched or preserved. Look around and you will find that 'natural' has become a philosophy. Applying this 'natural' philosophy to the hair colour category, Garnier realised that 'natural-looking hair colour' would signal an effortless preservation of youth, making it an attractive proposition: Since 'natural' was at the heart of the offering, Garnier had to choose the appropriate colour shades, too. They went with a family of blacks. On average, the natural Indian hair colour is either some shade of black or a darker hue of brown. The need to retain this original hair colour whilst covering grey hair is even reflected in the contribution of blacks and browns to Garnier hair colour sales, which stands at almost 70%. The R&D department at Garnier worked on this brief of 'natural-looking hair' colour for close to a year. And it paid off. They arrived at a formula enriched with the goodness of almond oil and black tea extracts, which resulted in natural-looking hair colour as well as 100% coverage of grey hair. So Garnier Black Naturals (GBN) was launched as a modern and superior alternative to low-quality, traditional hair-colouring options available on the market in three shades - Deep Black, Original Black and Brown Black - ensuring that you get to colour your greys as close as possible to your natural hair shade. The guiding product and positioning thought was to debunk the outdated ritual of using powder dyes, and to make fake-looking, wig-like, blacker-than-black hair a thing of the past.

Questions

1. Illustrate the Indian cultural factors that influenced Garnier's strategy in launching GBN.
2. Apply the POP/POD concept involved in the success of this launch.

(CO4) [Application]