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**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III - 2022

Course Code : MBA3060

Course Name : Sem III - MBA3060 - Product and Brand Mangement - Concepts and Insights

Program : MBA

Date : 8-NOV-2023

Time : 10:00AM - 11:30AM

Max Marks : 50

Weightage : 25%

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

(5 X 2 = 10M)

1. Describe the role of Ansoff Matrix in identifying alternative corporate growth strategies, listing the four product-market combinations recommended for this purpose.
(CO1) [Knowledge]
2. Identify two key differences between the BCG matrix and GE-McKinsey business array/screen, giving relevant arguments to support your answer.
(CO1) [Knowledge]
3. If you bundle a slow-moving or stagnant item with a faster-selling product, customers will see the bundle as a bargain and be more inclined to buy it. Recall instances in which companies have used this strategy to reduce their inventory in innovative ways.
(CO1) [Knowledge]
4. Product metrics are quantifiable data points that a business tracks and analyzes to gauge the success of its product. Identify any two product metrics, highlighting their importance in formulating relevant business strategies.
(CO1) [Knowledge]
5. Ultimately a brand is something that resides in the minds of consumers. The key to branding is that consumers perceive differences among brands in a product category. Relate this concept to branding commodities like water, citing relevant examples.
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Summarize the steps involved in the Strategic Brand Management process, citing relevant examples to support your answer.

(CO2) [Comprehension]

7. Brand consists of a core identity and an extended identity. Starbucks is an American coffee chain, available in multiple countries across the globe through thousands of outlets. It has managed to think global and act local simultaneously providing a value proposition unmatched in countless markets. Explain the reasons for the success of Starbucks in diversified markets, citing examples from the Indian perspective.

(CO2) [Comprehension]

8. Porsche targeted women for its automobile brand via a gender-bending strategy—it launched a brand extension into the sports utility vehicle category, the Porsche Cayenne, to appeal to women, particularly suburban soccer moms. The Cayenne was Porsche's first vehicle that is not a sports car. Other brands have used similar strategies to appeal to segments that did not comprise their core audience, with mixed results.

Explain the impact of such initiatives on the brand equity of brands like Porsche, summarizing the possible repercussions of such extensions. Your answer should include other related examples, in reviewing this phenomenon.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. The Brand Resonance model which is also popular as the CBBE model has summed up the customer connect in terms of brand identity, meaning, response and resonance. It is a powerful tool used by marketers to build brands that have great equity in the market due to the huge community of loyal customers. Coke is a sterling example of this strategy, and dominates the category thanks to its bouquet of diverse offerings. Illustrate the Coke brand equity in terms of the sub dimensions of the CBBE model, citing examples to highlight its leadership in the segment.

(CO2) [Application]

10. Mountain Dew was launched in 1969. PepsiCo initially marketed it with a rural folksy image, exemplified by the countrified tag line "Yahoo Mountain Dew! It'll Tickle Your Innards." Since then, the drink has far outgrown its provincial roots, though an unsuccessful attempt to bring urban teenagers to the brand in the early 1980s by advertising on MTV left it on the brink of deletion. The company decided to switch its ad focus to outdoors action scenes, and by the late 1980s, Mountain Dew had begun to show signs of life again. The brand really hit its stride in the 1990s, experiencing phenomenal double-digit growth. Mountain Dew was the fastest-growing major U.S. soft drink for much of the decade, rising to a market share of 7.2 percent in 2000 from a mere 2.7 percent back in 1980. Growth was fuelled by some edgy advertising from PepsiCo's long-time ad agency BBDO that was funny and fast-paced, featuring a rotating group of guys—the Dew dudes—engaged in action sports such as skydiving, skateboarding, and snowboarding to up-tempo music. The tag line "Do the Dew," was a strong call to action, and the ads were a high-energy blast of adrenalin.

Interpret Mountain Dew's positioning strategies over the years in the Indian context, citing the popular campaigns used by the brand to target the desired segment. The points of parity (POP) and points of difference (POD) highlighted in the brand's communication mix need to be correlated to the strategies cited in your answer.

(CO2) [Application]