

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**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. List some of the benefits of product portfolio planning, in enhancing the profitability of a company's product mix.  
(CO1) [Knowledge]
2. List the primary purpose of the ADL Matrix in product portfolio analysis, for helping businesses make informed decisions about their product offerings.  
(CO1) [Knowledge]
3. Identify some price bundling strategies adopted by e-commerce platforms to increase sales during special occasions, citing relevant examples.  
(CO1) [Knowledge]
4. Product superiority can be defined as the differentiation in characteristics found between similar products that leads to one product being perceived to be of higher value and/or quality to the customer. Outline the factors responsible for this phenomenon, in the context of the automobile industry.  
(CO1) [Knowledge]
5. Recall the concepts of "product" and "brand" in the context of Marketing. Describe the differences between the two, citing examples to support your answer.  
(CO1) [Knowledge]

## PART B

### ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Branding has become a fundamental element of contemporary marketing, given the challenges and opportunities that brands face in today's dynamic and highly competitive business landscape. Discuss how companies can strategically navigate these challenges to build and maintain strong brand equity. Provide real-world examples of brands that have successfully overcome challenges and capitalized on opportunities to achieve brand excellence.
- (CO2) [Comprehension]
7. In branding, identity precedes image and the Brand Prism seeks to encapsulate this concept in the form of six facets of the brand identity, from physique and personality to culture, relationship, reflection and finally self-image. Review brand Apple in terms of the components of the Brand Prism, citing relevant arguments to support your answer.
- (CO2) [Comprehension]
8. Brand equity is a function of many aspects like brand loyalty, relationships with key stakeholders, IPR etc. One of the best examples of building brand equity comes from Amul. It has used a number of brand elements to build tremendous equity over the years, making it virtually impregnable in its category. Its brand identity is uniquely Indian, popularized by the famous tagline "The taste of India". Right from the name to the packaging, tagline, mascot etc. all brand elements have been strategically used to create an offering that epitomizes both quality and consistency in targeting the Indian audience. It is almost generic with the category and synonymous with the product. A near prototypical brand in its segment, it commands loyalty that is truly phenomenal. Discuss the reasons for brand Amul's success, citing relevant arguments to support your answer.
- (CO2) [Comprehension]

## PART C

### ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. When Dove's Real Beauty rebranding initiative attempted to replace women's notion of beauty (thin, white, and blonde) with women who are healthy, realistic, and have high levels of self-esteem, consumers attacked Unilever, the parent company, with having a double standard because its Axe skincare brand promoted stereotypical depictions of women's beauty and desirability. In the same rebranding exercise to replace women's notion of beauty with women who are healthy, realistic, and have high self-esteem, the company used a variety of marketing communications vehicles—billboards, TV advertising, YouTube videos, print ads, and so on, to promote its message. At the same time, consumers also weighed in via blogs and parody videos, newspaper columnists wrote about the campaign, and TV talk shows devoted entire programs to the subject. Apply the BAV model to brand Dove in the context of this scenario, to demonstrate the impact on its key components like Brand Stature and Brand Strength, with relevant examples to support your answer.
- (CO2) [Application]
10. Positioning is the act of designing the offer such that it occupies a unique place in the mind of the prospect. It is not what you do to the product, it is what you do to the mind of the prospect. It has evolved as an important strategy in branding and marketing a product to the target audience. Some of the most famous brands have launched memorable promotional campaigns that use positioning to great effect. McDonald's has used multiple positioning strategies over the years, to cement its position as a leading fast food chain in markets across the world. It has effectively reworked its Marketing Mix to target the desired segment through innovative customization. Demonstrate the brand's positioning in the Indian market in terms of differentiating its offerings from competition, using relevant examples.
- (CO2) [Application]