

PGDM, 2019-21
PRODUCT & BRAND MANAGEMENT
DM435

Trimester – IV, End-Term Examination: September 2020

Time allowed: 2 Hrs 30 Min
Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

SECTION A

3 X 10=30 MARKS

1A Which brands do you have the most resonance with? Please mention in details what are the reasons for this resonance?? CILO1

OR

1B Can every brand achieve resonance with its customers? Why or why not?

2A Can you think of some general guidelines to help marketers “mix and match” brand elements? Mention these guidelines and explain them. CILO 2

OR

2B Describe the functions of Product managers? What are the essential differences between brand management & product management?

3A Explain Brand Building Process. Discuss Brand Building Process in case of the following brands:

(a) Whirlpool

(b) Cadbury

CILO1

OR

3B Discuss the need of Brand Extension and stretching. Explain various types of Brand Extensions with their pros and cons. Give examples.

TURN OVER

SECTION B

2 X 10= 20 MARKS

READ THE FOLLOWING CASE AND ANSWER THE QUESTIONS THAT FOLLOW

Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leader, with the launch of its mass brand, Color N Care. While this would be Revlon's first India-specific brand, it would also mark a detour from Revlon's premium positioning. Priced at Rs 120, Color N Care would compete with Garnier, which commands about 75% share of the mass hair colour market, and Godrej. About 60% of the Rs 200-crore hair colour market is dominated by mass brands priced around Rs 100. "It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets," said Umesh K Modi, chairman, president and CEO, Modi Group. The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like Colour Silk, Top Speed and Colour Stay, priced at Rs 250, Rs 375 and Rs 450 respectively. With the launch of Color n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors. For Modi Revlon, about 20% of its revenue comes from the hair colour business. It has a 12% market share of the total hair colour market.

Questions:

4. Explain brand strategy of Revlon. CILO1
5. Critically analyze firm's brand structure . What challenges you foresee for the firm ?
CILO2