

**PGDM-RM, 2019-21**  
**PRODUCT & BRAND MANAGEMENT**  
**RM 506**

**Trimester – V, End-Term Examination: December 2020**

Time allowed: 2 Hrs 30 Min  
Max Marks: 50

Roll No: _____
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**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 Pick a category basically dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? What are their main points-of-parity and points-of-difference? Have they defined their positioning correctly? How might it be improved? CILO 1

**OR**

1B Pick a brand. Attempt to identify its sources of brand equity. Assess its level of brand awareness and the strength, favorability, and uniqueness of its associations.

2A Please take an examples of at least two consumer sales promotion that you are familiar with or have been exposed to. Begin by introducing those sales promotion in brief. Analyze each in terms of its ability to build or destroy brand equity of the respective brands. Suggest alternative promotion ideas in case you think something was lacking. Pick the best and worst promotion campaigns of the lot and explain what makes them good or bad.? CILO 2

**OR**

2B What is Brand Equity? Describe the various ways in which the companies use Brand Equity.

3A What are your favorite brand characters? Do you think they contribute to brand equity in any way? How? Can you relate their effects to the customer-based brand equity model?. CILO1

**OR**

3B Pick a brand. Evaluate how it leverages secondary associations. Can you think of any ways in which the brand could more effectively leverage secondary brand knowledge?

**TURN OVER**

**READ THE FOLLOWING CASE AND ANSWER THE QUESTIONS THAT FOLLOW**

**1. Tropicana**

In February 2009, Pepsi introduced a dramatic overhaul to its category-leading orange juice. Gone was the visual image of an orange with a straw protruding from it; in its place was a close-up image of a glass of orange juice and the phrase “100% Orange.” Consumer reaction was swift and largely negative. Customers complained about being unable to differentiate between the company’s pulp-free, traditional, and other juice varieties. Even worse, customers also felt the look was too generic.

**2. The Gap**

After unexpectedly unveiling a new logo, the company asked consumers on its Facebook page for comments and further logo ideas. Feedback was far from kind, and after enduring a long week of criticism, Gap management reverted to its iconic white text logo and unique brand font.

**3. Gatorade & Pepsi**

Pepsi completely overhauled its Gatorade brand as well as its classic Pepsi-cola product lineup. The new brand goal was to reach athletes in a wide range of sports and experience levels while positioning itself as the one-stop source for hydration and other needs before, during, and after their workouts. Pepsi’s makeover included a new logo—a white band in the middle of the Pepsi circle that appeared to loosely form a smile. Both brand makeovers received some negative feedback and the products experienced sluggish sales afterwards.

**Questions:**

4. What are the lessons you have learnt from the above real life situations of the brands?  
CILO1
5. If you were the concerned brand strategist in each case what would you have done to avoid the situations that the brands got themselves into. CILO2