

PGDM, 2018-20  
PRODUCT & BRAND MANAGEMENT  
DM 436

Trimester – IV, End-Term Examination: September 2019

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 What do you think of the new branding challenges and opportunities that have emerged in the recent years? How are the brands coping with these challenges?

CILO1

**OR**

1B Think of yourself as a brand and using the Strategic Brand management Process, “brand” yourself?

2A Pick a brand. Identify all of its brand elements and assess the ability of these brand elements to contribute to brand equity according to the choice criteria identified in the prescribed text book and in the class sessions. CILO 2

**OR**

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

3A Think of India. According to you, what image might India have with consumers in other countries from the point of view of brand associations of Indian products and services? Are there certain brands or products that are highly effective in leveraging that image in global markets? Give examples and justify your response. 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**

Mother Dairy Mother Dairy Fruits & Vegetables, a company with a billion-dollar (Rs. 4,200-crore) turnover, has been a well-established player in NCR. Known for products the firm has been largest seller of milk in NCR, with 65% of the revenue being contributed by milk. Amul entered Delhi market five years back and in 2011 within a span of 4 years it defeated Mother Dairy in terms of market share. Amul procures fresh milk and packages it. Mother Dairy adds powder milk in its products to the tune of 40%. This spoils the taste of the product. Also Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country. Their capacity to develop products and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years. Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy. They plan to increase their capacity and also expand procurement of the milk. One of the reasons why consumer shifted to Amul has been difference in the taste of the milk. Amul milk is fresh whereas a portion of Mother Dairy milk is reconstituted. Mother Dairy sells through its own outlets and home delivery is not possible whereas Amul used channel and home delivery of the milk is possible. Mother Dairy milk price has been less than the price of Amul milk, still a huge number of Mother Dairy loyalists moved to Amul. Now Mother Dairy is restructuring its strategy and systems to combat Amul.

Questions:

4. What would you suggest to Mother Dairy for its brand revitalization plan? CILO1
5. Develop brand identity model for Mother Dairy based on information available with you for the brand. CILO2