

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)**  
**END TERM EXAMINATION (TERM -III)**

Subject Name: **Product and Brand Management**

Time: **02.00 hrs**

Sub. Code: **PGM 32**

Max Marks: **40**

**Note:**

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

- CO1-** Identify, discuss and indicate variables that drive the success of brands and product lines and the interrelationships among these variables.  
**CO2-** Utilize practical tools to interpret, relate and evaluate product and brand strategies in an array of customer contexts and competitive contexts for crafting and driving brand strategy.  
**CO3-** Examine brand concepts in a real-life setting by articulating the context of and the rationale for the application.  
**CO4-** Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.  
**CO5-** Formulate effective branding strategies for both consumer and business products/services with the insights from marketing intelligence/analytics and understanding of social/digital media

**SECTION - A**

Attempt all questions. All questions are compulsory.

**1×5 = 5 Marks**

Questions	CO	Bloom's Level
<b>Q. 1: (A). Define Multi Branding strategy with one brand example.</b> <b>Q. 1: (B). What is the significance of consumer perceptions in brand management?</b> <b>Q. 1: (C). How can brands leverage celebrity endorsements to create brand associations?</b> <b>Q. 1: (D). What characterizes a "question mark" or "problem child" in the BCG matrix?</b> <b>Q. 1: (E). What role does brand image play in a brand audit?</b> (Entire Sec A to be assigned one CO.)	CO1	Understand L2 Remember L1 Analyze L4

**SECTION – B**

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

**7 x 3 = 21**

**Marks**

Questions	CO	Bloom's Level
<b>Q. 2: (A). Can brands like Philips leverage their home country image to operate in global markets?</b> <p style="text-align: center;"><b>Or</b></p> <b>Q. 2: (B). Can there be category salience like brand salience?</b>	CO 2	Apply L3 Analyze L4



<p>part of Dabur's intends to expand the total addressable market for its products. With the increasing concern over mosquito-borne diseases, Odomos Mosquito Liquid Vaporizer aims to offer effective and long- lasting protection against mosquitoes,” Abhishek Jugran, executive vice president-marketing, Dabur India said.</p> <p>Questions:  <b>Q. 5: (A). How does Dabur India aim to differentiate its Odomos Universal Mosquito Liquid Vaporizer from existing products in the market?</b>  <b>Q. 5: (B). DO you think that actor Kajol can boost the promotion and sales of Dabur India's new mosquito liquid vaporizer?</b></p> <p>(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)</p>		
---	--	--

Kindly fill the total marks allocated to each CO’s in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO4	14 Marks
CO5	7 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

- L1= Remembering
- L2= Understanding
- L3= Apply
- L4= Analyze
- L5= Evaluate
- L6= Create