

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
MID TERM EXAMINATION (TERM -III)

Subject Name: **PRODUCT AND BRAND MANAGEMENT** Time: **01.00 hrs**
Sub. Code: PG 32 Max Marks: **20**

Note:

All questions are compulsory. Section A carries 04 marks, B carries 08 marks and Section C carries 08 marks.

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. (L2,L1,L4)
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 (L3, L4)
CO3- Examine brand concepts in a real-life setting by articulating the context of and the rationale for the application. (L5)
CO4- Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results (L3,L4)
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.(L6)
CO6- Analyze the role of Artificial Intelligence (AI) and sustainability in shaping modern brand strategies, emphasizing the integration of eco-conscious practices and data-driven insights to build sustainable, future-ready brands. (L4)

SECTION - A

Attempt all questions. All questions are compulsory. 4*1 = 4 Marks

	CO	Bloom's Level
Q. 1: (A). What is 'brand differentiation' and how does it relate to product differentiation? Q. 1: (B). What is the difference between 'repositioning' and 'positioning'?. Q. 1: (C). How would a 'star' product be managed according to the BCG Matrix? Q. 1: (D) What does 'prototyping' help achieve in the Design Thinking approach?	CO1	L2,L1, L4

SECTION – B

All questions are compulsory 4 x 1 = 04 Marks


	CO	Bloom's Level
Q. 2 Imagine you are the product portfolio manager of a multinational consumer goods company with four major products. You have conducted a thorough analysis of the market and gathered the following data: Product A: Apple iPhone Market Share: 40% (in a rapidly growing market with 15% annual growth).	CO2	L3, L4

<p>Market Growth: 15% (Smartphone market). Total Market Size: \$100 billion. Product B: Coca-Cola</p> <p>Market Share: 50% (in a stable market with 2% annual growth). Market Growth: 2% (Soft drink market). Total Market Size: \$50 billion. Product C: Blackberry Smartphones</p> <p>Market Share: 15% (in a declining market with -5% annual growth). Market Growth: -5% (Declining smartphone market). Total Market Size: \$10 billion. Product D: Tesla Electric Vehicles</p> <p>Market Share: 10% (in a rapidly growing market with 20% annual growth). Market Growth: 20% (Electric vehicle market). Total Market Size: \$50 billion. Instructions:</p> <p><i>Using the BCG Matrix framework, classify each product into one of the four quadrants: Stars, Cash Cows, Question Marks, or Dogs. Then, provide strategic recommendations for each product based on the classification.</i></p>		
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SECTION – C

Read the case and answer the questions

2×06 = 12 Marks

Questions	CO	Bloom's Level
<p>Q. 3: Case Study: Cadbury Dairy Milk launches 'made to share' limited edition bars</p> <div style="text-align: center;">  </div> <p><i>Background:</i></p> <p>In a bid to strengthen its brand positioning and connect with its consumers emotionally, Cadbury Dairy Milk, one of India's most beloved chocolate brands, launched a 'Made to Share' limited edition series in 2024. The</p>	CO3	L5

limited edition bars were designed with the concept of sharing and fostering moments of joy between people, a theme closely tied to the brand's long-standing association with emotional connect and gifting.

The campaign was launched in response to growing trends of shared experiences and "small indulgences" among consumers. This move allowed Cadbury to tap into the growing market of millennial and Gen Z customers who seek products that encourage social sharing and reinforce connections with friends and family.

Product Features:

- The new '**Made to Share**' bars came in larger, shareable sizes, making it ideal for groups or family gatherings.
- It featured fun, colorful wrappers with the phrase "Made to Share" prominently displayed.
- Available in various flavors, including traditional milk chocolate and newer varieties, the bars catered to the diverse taste preferences of consumers.
- The campaign was promoted heavily on social media, encouraging consumers to share their moments of joy with Cadbury on platforms like Instagram and Twitter.

Marketing Strategy:

Cadbury's marketing campaign around this launch used **digital engagement** to appeal to its younger audience, leveraging influencers and user-generated content (UGC). The company ran several social media contests where consumers were encouraged to share photos and videos of themselves enjoying the chocolate with friends or family. These posts were featured in Cadbury's advertisements, turning sharing moments into a fun, participatory experience.

Cadbury also made use of **retail promotions**, offering **buy-one-get-one** deals to encourage people to purchase and share the bars. The product was available exclusively for a limited period, adding to the exclusivity and urgency of the campaign.

The overarching theme of "**Share Joy**" resonated well with consumers, reflecting the brand's long-standing emotional messaging about sharing happiness through its products.

Challenges:

While the campaign was well-received, there were challenges in ensuring that the concept of "sharing" translated into tangible sales. The marketing team had to carefully balance the limited edition's scarcity and the practical aspects of encouraging more consumers to purchase the product for sharing.

Results:

- The '**Made to Share**' limited edition bars quickly became a hit in the market, garnering a strong social media presence and consumer engagement.
- Consumer sentiment analysis revealed an increased **emotional connection** with the brand, with many consumers associating the product with positive social experiences and moments of joy.

<ul style="list-style-type: none"> • The campaign increased sales by 20% during the limited period, showing the success of the "shareability" aspect of the product. • Additionally, it led to an increase in consumer brand loyalty, with many first-time buyers expressing satisfaction and likely returning to purchase the product again. <hr/> <p>Discussion Questions:</p> <p>Q. 3 A How does the 'Made to Share' campaign align with Cadbury's overall brand strategy of emotional connection and joy-sharing?</p> <p>Q. 3 B What role does social media play in the success of Cadbury's 'Made to Share' campaign, and how can other brands leverage user-generated content to boost engagement?</p>		
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Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	4 Marks
CO2	4Marks
CO3	12 Marks

Blooms Taxonomy Levels given below for your ready reference:

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