GL BAJAJ Institute of Management & Research Greater Noida

FIND YOUR SPARK

Roll No…………

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
MID TERM EXAMINATION (TERM -III)

Subject Name: **Product and Brand Management** Time: **01.00 hrs**

Sub. Code: **PGM 32** Max Marks: **20**

Note: All questions are compulsory. Read the case and answer the questions

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. (**Understand L2 Remember L1,Analyze 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. **(Apply L3 and Analyze L4)**

CO3- Examine brand concepts in a real-life setting by articulating the context of and the rationale for the application (**Evaluate L5)**

CO4- **Conduct** a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results. (**Apply L3 and Analyze L4)**

SECTION - A

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

	CO	Bloom's Level
Q. 1:(A) A company sells a smartphone with warranty and after-sales service. Which **product level** does the warranty represent? **Q1: (B)** A company shifts its soap from basic packaging to eco-friendly premium packaging. What change in product concept is being reflected? **Q1: (C)** Why is service differentiation important in the airline industry? Q.4 (D) A company removes a poorly performing product from the market. Which **product decision** is this?	**CO1**	**(L2 ,L4andL1)**

SECTION – B

All questions are compulsory **2 x 2 = 04 Marks**

	CO	Bloom's Level
Q. 2 A company is analyzing its product portfolio using the **BCG Matrix**. The following data shows the **market growth rate** and **relative market share** of its products.	**CO2**	**L3, L4**

Product	Market Growth Rate	Relative Market Share
Product A	12%	1.8
Product B	3%	1.5
Product C	15%	0.6
Product D	2%	0.4

Questions (2 marks):

<table>
<tr><td>1. Classify Product A, B, C, and D into the appropriate categories of the BCG Matrix.
2. Suggest an appropriate strategy for any one product category based on the BCG Matrix analysis.</td><td></td><td></td></tr>
<tr><td><u>SECTION – C</u>
Read the case and answer the questions 2×06 = 12 Marks.</td><td colspan="2"></td></tr>
<tr><td>Questions</td><td>CO</td><td>Bloom’s Level</td></tr>
<tr><td>Q. 3: Case Scenario: Caselet

Sustainable Fashion Brand

Fabindia introduced a new line of sustainable clothing targeting environmentally conscious consumers. Initially, the products received appreciation but faced low repeat purchases.

To address this, the brand adopted design thinking principles, focusing on customer empathy and deeper insight generation. Research showed that customers valued transparency, affordability, and customization.

Fabindia integrated value co-creation by allowing customers to participate in design choices and fabric selection through digital platforms. The company also refined its product innovation strategy by introducing customizable clothing options and storytelling around artisans.
<hr>Questions
Q1 (CO3 – L2) – 6 Marks
(a) Define Product Innovation and Insight Generation. Explain how these concepts were applied in Fabindia’s strategy.
Q2 (CO4 – L4) – 6 Marks
(a) Analyse how value co-creation and design thinking can improve customer retention. Propose two strategic recommendations for strengthening brand loyalty.</td><td>CO3 and CO4</td><td>L4</td></tr>
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