

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2014-16)**  
**Fifth Trimester Examination January 2016**

<b>Subject</b>	<b>Consumer Insight and Brand Mgmt</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>		<b>Date</b>	<b>19.01.2016</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory) : Patanjali – The New market Leader**

Patanjali Ayurved Limited, started in 2007, was started by Acharya Balkrishna, companion of Ramdev Baba with an aim to popularize Ayurveda, which is the ancient medical science in India. Now it has close to 15,000 exclusive outlets in India. They sell healthy and organic consumer products to Indian consumers. They have entered into many product categories like personal care and food, soaps, shampoos, dental care, balms, skin creams, biscuits, ghee, juices, honey, atta, mustard oil, masala, sugar and many more.

It started with few stores with limited distribution but is giving sleepless nights to the mighty FMCG players. Its rapid expansion & growth into India's FMCG market has got noticed by all consumers. Now it is said to be close to 2000 Cr. Worth a brand value and we all want to know how.

Company has the strategy of cheaper products with healthy push connecting with consumers emotionally. Various products entered the market as 'healthy' substitutes and were offered at cheaper prices. The brand is entirely pushed into market by baba's popularity, but that is not the only reason behind it. There is no business plan, no business strategy but products are still running off the shelf's like hot cakes.

The products also have good reach by its own retail outlets as well as new tie ups with the new partners. The products are priced at affordable prices with effective communications. That shows that he knows his marketing mix well.

Baba Ramdev is very popular with the Yoga preaching and the consumers of India. They trust him blindly. He also has good number of followers from various sections of the society. With the Aastha channel and with his many Yoga Camp today he is a household name.

He is also famously involved with the '[Bharat Swabhiman Andolan](#)' (Self-respect Indian Movement) which professed to boycott foreign goods and promote indigenous goods, and managed to attract significant number of followers

Today Patanjali brand is synonymous with Baba Ramdev. So buyer connects the image and follows his buying pattern while making a purchase choice. But many also argue that this is risky for the business. Or is the real hero of Patanjali is not Ramdev but its products and their efficiency as mentioned by famous brand consultant.

Having said that, it is quite remarkable and amazing that he has built a FMCG empire; and it would be interesting to watch how the markets here and the players adapt & react to this. What do you think?

Q1) What consumer insights can be learn from the Patanjali. What is the consumer learning & why consumers buy Patanjali products according to you.

Q2) Which brand elements have been used by Patanjali and what is their brand strategy?

Sources

<http://deskstory.com/no-business-plan-no-marketing-meet-indias-new-fm-cg-giant-patanjali/>  
[patanjaliayurved.net](http://patanjaliayurved.net) , [patanjaliayurved.org/](http://patanjaliayurved.org/), Wikipedia

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

a) Define Learning. What are the three types of Learning? Identify which leaning would be

applicable for Jewellery, A new Car category.

- b) List any three brands of your choice to which you feel you are loyal. Explain the reasons for the choice and the brand elements which influence your decisions.
- c) What is Brand identity? Explain it with the brand of your choice.

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is consumer perception? How marketers used this concept to sell their Products
- b) Can anything be branded? If yes how?
- c) If you were the Brand Manager of Creta, how would you position it? Which brand elements will you use to promote it.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain with giving examples why is it necessary for marketers to identify the difference between consumers self image and ideal self image while analyzing the purchase behavior of individuals.
- b) What is Brand Equity? Give two examples of brands which have sustainable brand equity over a period of time.
- c) What is the reference Group? How does it influence consumer buying behavior?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Generally it is accepted that drinking Cola is unhealthy, still many of young consumers are buying it. What & how do you think will change in the attitude will make any differences in their purchase behavior.
- b) Who are opinion Leaders? Identify opinion leaders in case of Mobile phones and Laptop category.
- c) Explain the importance of Branding to consumers & manufactures?

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are needs motives & goals? Explain with your favorite advertisement.
- b) Assume that you are a Oats manufacturing company. You are considering targeting school going children and their mothers by positioning it as a healthy, nutritious breakfast food. What cultural values and appeals should you use to get the target consumers interested in your product category and ensure that they buy it.
- c) What is the Brand image and Brand Personality you would like to use for the above example?

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Motivation is the key force behind all the purchase behavior of the consumers. How you will motivate the consumers to buy following categories. Life Insurance, Water purifier.
- b) What is Brand Positioning? Explain with any one example.
- c) What do you understand by culture, subculture, and cross culture marketing?