

**VPM's
DR VN BRIMS, Thane
Programme: MMS (2021-23)**

Third Semester Regular Examination February 2023

Course Name: Product and Brand Management		Course Code	MMS - M-308		
Roll No.		Marks	60		
Total No. of Questions		Duration	3 Hours		
Total No. of printed pages		Date	14/02/2023		
Course Outcome Statements:					
CO1: Recall the concepts in the area of Product and Brand Management.					
CO1: Explain Product management roles, functions, product portfolio analysis tools, brand equity concept.					
CO3: Apply Branding concepts for Brand Portfolio development and Management.					
CO4: Analyse Product portfolio, product mix and SBU strategies.					
CO5: Decision making for PLC stages and branding decisions like line extension and category extensions.					
Instructions: -			Marks	BL	CO
Q. No 1 (All Questions are Compulsory)					
Q. No.		Questions			
Q. 1		Case/Case-let Study (500-800 words)			
		<p style="text-align: center;">L'OREAL: Growth of a Brand</p> <p>Concentrating solely on beauty and personal care since its founding in 1907, Loreal has become a global powerhouse through its extensive brand portfolio. The firm has products for virtually every channel, price point and market. Garnier is its fast-growing mass brand. Loreal Paris is the higher end of the mass range, combining sophisticated cosmetics at accessible price points. Lancome is the premium luxury brand. Loreal adheres to the strict channel exclusivity strategy. Professional products (Matrix and Redken) are sold at hair salons, consumer product brands (Maybelline and Garnier) at retail stores, including drug and food stores, luxury products (Biotherm and Lancome) at speciality stores or department stores and active cosmetic brand (La Roshay-Poshe) at dispensing dermatologists and pharmacies. Loreal also owns two retail chain brands – Kiehl's and the Body Shop.</p> <p>Geographically, the company casts a wide net. Many of its brands are sold in as many as 130 countries; Lancome sold in 160 countries. Recently, Loreal has paid much importance on emerging markets , China and India in particular, and it aims to double its existing customer base of one billion customers worldwide by 2023. The firm invests heavily in research and development (earmarking approximately 3% of net sales) in the belief that the science and technology and the quality of its products are the key to its success. Roughly 15-20 percent of the product lines turnover in any given year, due to product improvements or the launch of new products. The company's first CMO, Mark Speichert, was hired from Colgate in part to orchestrate marketing across the variety of brands. He is focusing on digital and mobile strategies to engage customers but without abandoning the traditional media that served beauty brands well through the years. With its strong product and brand portfolio, time will witness the success of Loreal in achieving the emerging market customer base.</p>			
	a.	Analyse the present product and brand portfolio of Loreal as shared in the case, for its relevance to the emerging markets.	6	Level 4	CO4

	b.	Evaluate the branding decisions of Loreal and classify the line extensions and category extensions.	6	Level 5	CO5
Q. 2		Answer Any one from the following.			
	a.	Recommend suitable product strategies for the market share leader for any electronics brand company in the growth market.	6	Level 5	CO5
	b.	Compare the branding decisions and brand architectures of Nestle and Cadbury's and suggest possible brand extension opportunities.	6	Level 5	CO5
Q. 3		Answer Any one from the following.			
	a.	Nestle has launched Maggi noodles as pioneer product in the category and soon became market leader. Analyse various share growth strategies for challengers in the same category in the growth market.	6	Level 4	CO4
	b.	Distinguish between product strategies at introduction and maturity phases of product life cycle (PLC) for any player in automobile sector.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
	a.	Apply Kapferer's brand identity prism model to any Indian brand in FMCG sector.	6	Level 3	CO3
	b.	Make use of David Aaker's Brand Personality dimensions to any selected brand in sports apparel category.	6	Level 3	CO3
	c.	A start-up plans to launch a brand in Maharashtra for its local handloom Paithani sarees with a vision of creating customised products for premium customers. Develop a brand anatomy model for the same.	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Explain Keller's (customer-based brand equity) CBBE model with the help of any brand.	6	Level 2	CO2
	b.	Illustrate the GE matrix with its parameters for the product portfolio analysis strategies.	6	Level 2	CO2
	c.	Classify and explain various measures of Brand Equity.	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	Define Branded House, House of Brands and Hybrid brand architectures.	6	Level 1	CO1
	b.	What is product mix of a company? Which are various product mix strategies?	6	Level 1	CO1
	c.	List the various roles and functions of a product manager.	6	Level 1	CO1