

<p style="text-align: center;">VPM's DR VN BRIMS, Thane Programme: MMS (2022-24) Third Semester Regular Examination January - February 2024</p>			
Course Name:	Product and Brand Management	Course Code	M-308
Roll No.		Marks	60
Total No. of Questions	6	Duration	3 Hours
Total No. of printed pages	2	Date	06/02/2024
<p>Course Outcome Statements: CO1: Recall the concepts in the area of Product and Brand Management. CO: 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</p>			
Instructions: -		Marks	BL
Q. No 1 (All Questions are Compulsory)			CO
Q. No.	Questions		
Q. 1	<p style="text-align: center;">Case/Case-let Study Tesla: The EV market leadership strategy</p>		
	<p>Tesla, Inc. is an American-based company providing clean electric power solutions and electric cars from Palo Alto, California. It specializes in producing clean renewable electric energy and top-notch electric cars. Tesla, the market leader in the US EV market, In the 4th quarter of 2023, accounted for 56% of all EV sales in the country. Tesla's success is largely attributed to the visionary leadership of Elon Musk. His clear vision for sustainable transportation and disruptive innovation has guided the company's strategic decisions and inspired its employees. Tesla has its vehicles in three models. Those are Model S, X, and 3. Every one of them is made with amazing motors that can go from 0 to 60 mph in just 3 seconds. Every one of them has its unmistakable eco-accommodating highlights. This brand is making critical changes by utilizing sun-powered innovation in its significant energy frameworks for having better products and enhanced performance. Tesla has consistently pushed the boundaries of EV technology, investing heavily in research and development. They have pioneered breakthroughs in battery technology, range efficiency, and autonomous driving systems. Tesla's vertically integrated business model enables greater control over the entire value chain, from battery production to vehicle assembly and retail. This integration helps optimize efficiency, quality, and cost control.</p> <p>Tesla has successfully built a brand that resonates with consumers by emphasizing sustainability, luxury, and performance. Their marketing strategies, including direct sales and innovative digital campaigns, have created a loyal customer base.</p> <p>Tesla develops compelling brand story and leverage digital platforms to reach and engage potential EV buyers.</p> <p>Tesla's investment in a vast Supercharger network has addressed one of the major barriers to EV adoption – charging infrastructure. By providing convenient and reliable charging solutions, Tesla has reduced range anxiety and increased customer confidence.</p> <p>The EV pioneer has clearly demonstrated the market leadership strategies in the growth market. In the era of increasing need for</p>		

		sustainable product solutions, Tesla will witness competition from other auto giants namely Toyota strongly having foothold in hybrid vehicles, will face strong challenge from players like BMW bringing many variants in luxury EV segment and MG as well as Tata motors disrupting affordable EV market segment as well.			
	a.	Analyze the any three strategies for share leaders in the growth market with reference to Tesla leadership strategies shared in the case.	6	Level 4	CO4
	b.	Recommend the suitable strategic choices for the challengers, in reference to product decisions over PLC for players like BMW, Toyota, MG motors in growth market.	6	Level 5	CO5
Q. 2		Answer Any one from the following.			
	a.	Compare the features of following Brand Identity capturing models: i. Young and Rubicam's BAV ii. Milward Brown's Brand Dynamics	6	Level 5	CO5
	b.	Patanjali has multiple product lines under various brands under the umbrella of Patanjali for categories like personal care, Food, home care, lifestyle and Ayurvedic medicines and supplements. Justify its Branding Decisions and possibilities of Line Extension and Category Extensions.	6	Level 5	CO5
Q. 3		Answer Any one from the following.			
	a.	Distinguish between the Branded House, House of Brands and Corporate brand concepts with reference to suitable examples from the Indian corporate world.	6	Level 4	CO4
	b.	Many brands of Unilever like Lux in soap category, Pepsodent in dental care, Surf Excel in laundry care, Brooke Bond in tea beverage all have reached to maturity stage in their Product life cycle. Analyze their positioning and segmentation to suggest various possible strategic options in the maturity stage of their life cycle.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
	a.	Apply the Kapferer's brand Prism model to any of the Indian FMCG brand of your choice.	6	Level 3	CO3
	b.	Amul a leading food brand in as it has many products such as Amul Butter, Amul Milk Powder, Amul Ghee, Amul spray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya. Illustrate a probable BCG matrix for product portfolio of Amul.	6	Level 3	CO3
	c.	Make use of Brand Anatomy concept to outline the brand anatomy of any electronics brand of your choice.	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Explain David Aaker's Customer-based Brand Equity Model (CBBE) with all the elements responsible for creating brand equity for a brand.	6	Level 2	CO2
	b.	Summarize the various steps in the New Product Development Process.	6	Level 2	CO2
	c.	Contrast the various market entry strategies for products with their advantages and disadvantages in the marketplace.	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	List the various roles and functions of product managers in any business organisation.	6	Level 1	CO1
	b.	What do you understand by concepts of Product mix, product line and product product-mix depth?	6	Level 1	CO1
	c.	Define the GE multifactor matrix. Recall all the factors considered for the parameters to classify portfolio according to GE Matrix.	6	Level 1	CO1