INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- MBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Product and Brand Management **Max. Marks: 25**
Course Code: 25MBA223 **Time: 1:30 Hrs.**

Instructions:

1.All questions are compulsory. Kindly read the detailed instructions for each question.
2.Question 1,2 & 3 carry 05 marks each.
3.Question 4 carries 10 marks

Q1.	**Attempt any 1 out of 2 Questions: (5 Marks)**	CO3
a)	You are working as a Product Manager in a premium FMCG company which is planning to launch a new organic skincare product line. As a product manager, how would you Identify the elements of product strategy to ensure successful market entry?	
b)	A startup company in the electric vehicle segment wants to identify its competitive position. Apply customer analysis, competitor analysis, and category attractiveness to suggest a suitable product strategy.	
Q2.	**Attempt any 1 out of 2 Questions: (5 Marks)**	CO4
a)	Analyze the branding strategies of a leading smartphone company (e.g., premium vs budget segmentation). Examine how it differentiates across product categories.	
b)	Consider a luxury watch brand that is losing relevance among Gen Z. Using the Customer-Based Brand Equity (CBBE) Model (Brand Resonance model), Discover which of the four building blocks (Identity, Meaning, Response, Relationships) is weakest for this brand.	
Q3.	**Attempt any 1 out of 2 Questions: (5 Marks)**	CO5
a)	A legacy brand like Nokia (mobile phones) attempted a revival but struggled. Appraise the brand revitalization strategies of failed brand from the Indian market.	
b)	Evaluate the brand management practices of a well-known food delivery platform. Assess its brand positioning and brand equity.	
Q4.	**Attempt the following caselet and answer the given sub questions: (10 Marks)** Eco Cool is a new startup in India that has developed an energy-efficient, refrigerant-free air conditioner that uses recycled materials and reduces electricity bills by 60%.	CO6

They are also in the process of obtaining patent for their product. Been a new startup on the horizon it has targeted its niche segment for their ecofriendly product without considering the price in price sensitive market. The product is priced 25% higher than conventional ACs but appeals to environmentally conscious upper-middle-class households. Eco Cool has received seed funding and are also working for offshore financers for next round of funding. They want to build a strong brand from scratch by keeping its brand promise of being energy efficient and environmentally caring startup

The founders are keen on efficient products and believe that sustainability alone is not enough; they want to create an experiential and influencer-driven brand that stands out in the crowd of ACs in India. They have no prior branding experience but are keen on creating its self-efficient position in the market by working on the keep concepts of cost efficient. The market already has established players like Voltas, Blue Star, and Daikin, who have recently launched "green" variants. Eco Cool has a limited budget but high social media potential.

a. **Formulate a brand positioning strategy for Eco Cool. Write a clear positioning statement and recommend three brand elements (name, logo, symbol, tagline, etc.) that align with this positioning.**

b. **Design a brand marketing program for Eco Cool's first year. Propose two experiential marketing activities and one influence-driven branding initiative.**

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