

During the 1960s, the company set up a Cocoa Research Centre in Kerala in association with the Kerala Agricultural University to initiate research on standardization of cocoa farm practices, development of management strategies for major pests and diseases of cocoa, production of hybrid seeds for area expansion programme in South India, etc.

Advertising

Cadbury Dairy Milk (CDM), the most sought after brand from the Cadbury stable, entered the Indian market in 1948. Since then 'Cadbury' had become synonymous with chocolate in the country. CDM remained at the top in terms of consumption and market share not just because of its taste and quality but also because of the company's effective & memorable communication/advertising campaigns.

Distribution

The Indian market is very vastly spread across 3.2 million square kilometres inhabited with more than 1.2 billion people and more than 240 million households. The retail network in the country is spread across 7,935 towns and 640,867 villages with 14 million retail outlets serving the Indian customers – of which only 4% have space larger than 500 square feet. The larger outlets include hypermarkets, apparel stores, electronics stores, restaurants and fast-food outlets, multiplexes and gaming, departmental stores, footwear stores, mobile stores, supermarkets.

Cadbury's Product Life Cycle Extension Challenges

Over the years, Cadbury had been extending its product life cycle in India, through various means like product category innovations and product line extensions, captivating advertisements, and expanding distribution network. It had been able to weather the negative effects of 'worms in CDM' and 'the Kashmir-Temptations ad'. It had extended its chocolate market to adults and created occasions to consume chocolate. It left no stone unturned to woo and retain customers. It was again attempting to extend its PLC by expanding into the Indian rural market.

Questions:

- Analyze the case with respect to PLC.
- How do you think Cadbury India has been AIDed by Advertising, Innovation and Distribution channels to manage/extend its product life cycle across its product value chain?

Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2022

MS5EM01 Product & Brand Management

Programme: MBA

Branch/Specialisation: Management /
Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Total number of product items included in product mix is classified as- 1
 - Depth of product mix
 - Consistency of product mix
 - Width of product mix
 - Length of product mix
- ii. _____ defined product as "Product is anything that can be offered to someone to satisfy a need or a want." 1
 - William Stanton
 - W. Alderson
 - Philip Kotler
 - None of these
- iii. 'Celebration Gift' has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage, called _____ to arrive at a realistic number to adopt. 1
 - Idea screening
 - Concept development
 - Idea generation
 - Idea dissemination
- iv. In which stage of the PLC will promotional expenditures be high in an attempt to react to increasing competition? 1
 - Decline
 - Maturity
 - Introduction
 - Growth
- v. Which of the following statement is true? 1
 - Branding helps to organize inventory
 - Branding helps in getting a competitive advantage
 - Brand signals a certain level of quality
 - All of these
- vi. _____ includes two aspects of aspects of a brand, -its brand association and brand personality. 1
 - Brand positioning
 - Brand attitude
 - Brand relationship
 - Brand image

P.T.O.

- vii. _____ all that is looked up memory about the brand, it could be specific to attributes, features, benefit or looks of brand. **1**
 (a) Brand image (b) Brand attitude
 (c) Brand relationship (d) Brand association
- viii. When brand management becomes the heart of marketing then which one becomes the heart of brand management. **1**
 (a) Owner's equity (b) Brand equity
 (c) Brand assets (d) Brand value
- ix. Estimation of total brand value in financial terms are classified as- **1**
 (a) Brand audit (b) Brand tracking
 (c) Brand valuation (d) Liabilities evaluation
- x. Series of procedures in which customer is focused, help to assess brand's health and leverage equity are classified as- **1**
 (a) Brand audit (b) Brand tracking
 (c) Brand valuation (d) Brand evaluation
- Q.2 i. What is product? Why product management is needed? **2**
 ii. What are different levels of product? **2**
 iii. What are the differences and similarities between marketing and product management? **4**
- OR iv. Describe any four factors which can influence design of the product. **4**
- Q.3 i. Explain any three strategies for extension of PLC. **3**
 ii. Describe characteristics and marketing strategies for every stages of PLC **5**
- OR iii. What is the systematic process of introducing new product in the market? **5**
- Q.4 i. Differentiate brand from product. **3**
 ii. Write note on the following: **5**
 (a) Brand identity (b) Brand image
- OR iii. Explain brand resonance model of brand equity. **5**
- Q.5 i. What is brand loyalty? Explain with example. **2**
 Attempt any two:
 ii. What is brand positioning and repositioning? **3**
 iii. Explain brand extension with its type. **3**

- iv. How to measure brand equity? Describe it. **3**
- Q.6 Attempt any two:
 i. What are the different methods of brand valuation? Explain it. **4**
 ii. Explain the concept of brand value chain with diagram. **4**
 iii. Write note on the following: **4**
 (a) Brand audit (b) Brand revitalization

Q.7 Case Study **10**

Cadbury India: Product Life Cycle Management

Since 2012, Cadbury India (Cadbury) had been trying to extend its market into rural markets. Cadbury, which made its entry into the Indian market in July 1948, had been reinventing over the last seven decades by making itself relevant through the expansion of its distribution network with innovative product lines like – Perk, Shots, Silk, etc. It had also been trying to reach out to varied groups of customers through its innovative advertising and repositioning its existing product lines. The Indian consumer is fond of sweets and consumed them as a dessert after meals and also to celebrate success and occasions like festivals, weddings, etc. Cadbury tried to reposition its products as a gift item and as a sweet for celebrations. It also switched the perceptions of the consumers that chocolates were just for the kids and repositioned its products not only for teenagers but for all the age groups.

AIDed (Advertising, Innovation and Distribution) by its multi-pronged approach of changing consumption behavior of Indians in general and rural Indians in particular, would it be able to stay ahead of the pack? Would its AID formula succeed in increasing the chocolate consumption levels of the Indian consumers and the market size, and in turn keep rechristening its PLC? Would it be able to extend its Product Life Cycle (PLC) and stay relevant in terms of its product value chain in the Indian chocolate market.

Innovation

Cadbury entered India, in 1948, & operated by importing chocolates and introduced Milk Chocolate & Bournvita in the country. But within a few years, during 1950s, the company set up its first plant at Thane in Maharashtra and started manufacturing chocolate and Bournvita.

Marking Scheme
MS5EM01 Product & Brand Management

Q.1	i.	Total number of product items included in product mix is classified as-		1
		(d) Length of product mix		
	ii.	_____ defined product as “Product is anything that can be offered to someone to satisfy a need or a want.”		1
		(c) Philip Kotler		
	iii.	‘Celebration Gift’ has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage, called _____ to arrive at a realistic number to adopt.		1
		(a) Idea screening		
	iv.	In which stage of the PLC will promotional expenditures be high in an attempt to react to increasing competition?		1
		(d) Growth		
	v.	Which of the following statement is true?		1
		(d) All of these		
	vi.	_____ includes two aspects of aspects of a brand, -its brand association and brand personality.		1
		(d) Brand image		
	vii.	_____ all that is looked up memory about the brand, it could be specific to attributes, features, benefit or looks of brand.		1
		(d) Brand association		
	viii.	When brand management becomes the heart of marketing then which one becomes the heart of brand management.		1
		(b) Brand equity		
	ix.	Estimation of total brand value in financial terms are classified as-		1
		(c) Brand valuation		
	x.	Series of procedures in which customer is focused, help to assess brand's health and leverage equity are classified as-		1
		(a) Brand audit		
Q.2	i.	Definition of Product	1 mark	2
		Reason product management is needed	1 mark	
	ii.	Three levels of product		2
	iii.	Differences marketing and product management	2 marks	4
OR		Similarities marketing and product management	2 marks	
	iv.	Any four factors which can influence design of the product.		4
		1 mark for each		

Q.3	i.	Any three strategies for extension of PLC.		3
		1 mark for each		
	ii.	Five characteristics and marketing strategies for every stages of PLC.		5
		1 mark for each		
OR	iii.	Systematic process of introducing new product in the market		5
		As per explanation		
Q.4	i.	Differentiate brand from product.		3
		1 mark for each		
	ii.	Write note on the following: 2.5 marks for each		5
		(a) Brand identity (b) Brand image		
OR	iii.	Explain brand resonance model of brand equity.		5
		As per the explanation		
Q.5	i.	Brand loyalty definition	1 mark	2
		Example	1 mark	
		Attempt any two:		
	ii.	Brand positioning	1.5 marks	3
		Brand repositioning	1.5 marks	
	iii.	Brand extension	1.5 marks	3
		Its type	1.5 marks	
	iv.	To Measure brand equity	2 marks	3
Q.6		Description	1 mark	
		Attempt any two:		
	i.	Four methods of brand valuation 1 mark for each		4
	ii.	Concept of brand value chain	3 marks	4
		Diagram	1 mark	
	iii.	Write note on the following:		4
		(a) Brand audit	2 marks	
		(b) Brand revitalization	2 marks	
Q.7		Case Study		10
		Questions:		
		(a) Analyze the case with respect to PLC.	5 marks	
		(b) How do you think Cadbury India has been AIDed by Advertising, Innovation and Distribution channels to manage/extend its product life cycle across its product value chain?	5 marks	
