

Recognizing the need to adapt, FizzUp's management decided to embark on a brand revitalization strategy, aiming to reconnect with younger, health-conscious consumers. Their approach included several key initiatives:

Rebranding: FizzUp refreshed its logo and packaging to give it a more modern, clean look. They introduced a new slogan, "FizzUp Your Life," aimed at young adults and teens seeking a fun, active lifestyle.

Product Innovation: FizzUp launched two new product lines in response to consumer trends: FizzUp Zero (a zero-sugar, low-calorie option) and FizzUp Natural (a line of sodas made with natural ingredients and reduced artificial additives). These product lines targeted health-conscious buyers while maintaining the signature FizzUp taste.

Digital Marketing Campaign: FizzUp launched a social media campaign targeting younger demographics, focusing on social media influencers and user-generated content. They encouraged customers to share their own "FizzUp Moments" on platforms like Instagram and TikTok using the hashtag #FizzUpYourLife. This strategy aimed to position FizzUp as a lifestyle choice rather than just a soft drink.

Brand Tracking and Feedback Loops: To monitor the effectiveness of these efforts, FizzUp implemented brand tracking surveys to measure brand awareness, brand recall, and customer loyalty. Regular feedback from the target audience was gathered to inform further adjustments to their strategy.

Results:

Within a year, FizzUp observed a 15% increase in brand recall among consumers aged 18-30. Sales of FizzUp Zero and FizzUp Natural showed promising growth, with a 20% increase in overall product line revenue. However, FizzUp faced challenges in competing with established healthy beverage brands, such as LaCroix and Vitaminwater, and was still striving to strengthen its position in the wellness-oriented market.

(a) Analyze the brand revitalization strategy employed by FizzUp. 2,5 4,3 5

(b) Evaluate the role of brand tracking in FizzUp's revitalization efforts. 2,5 4,3 5

Total No. of Questions: 7

Total No. of Printed Pages: 4

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec 2024

MS5EM01 Product & Brand Management

Programme: MBA

Branch/Specialisation: Management /
Marketing

Maximum Marks: 60

Duration: 3 Hrs.

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

	Marks	BL	PO	CO	PSO
Q.1 i. What is one of the primary roles of Product Management?	1	2	3	1	
(a) Managing customer service (b) Focusing on advertising campaigns (c) Bridging the gap between marketing and product development (d) Handling distribution channels					
ii. Which factor does NOT directly influence the design of a product?	1	2	2	1	
(a) Technological trends (b) Product pricing strategies (c) Customer preferences (d) Product lifecycle					
iii. The Product Life Cycle (PLC) can be used as a guideline for:	1	2	3	2	
(a) Setting the organization's long-term mission (b) Allocating resources for advertising (c) Shaping the marketing strategy over time (d) Selecting a target market					
iv. Which of the following is a characteristic of successful new product development?	1	2	3	2	
(a) Rushed launch phases (b) Strong customer feedback integration (c) Avoiding cross-functional teamwork (d) Limited product testing					
v. Which model is known for its focus on brand resonance?	1	2	2	3	
(a) BRANDZ model (b) Aaker model (c) Brand equity model (d) Marketing mix model					
vi. The concept of 'Brand Identity' refers to:	1	3	2	3	

	[2]										
(a) The brand's name and logo (b) The emotional connection customers feel with the brand (c) How the brand is perceived in customers' minds (d) The unique characteristics defining the brand											
vii. Which of the following is NOT an element of brand association?	1	3	2	2							
(a) Brand awareness (b) Brand image (c) Brand loyalty (d) Product price											
viii. Brand Loyalty is primarily driven by:	1	1	3	4							
(a) Frequent advertising campaigns (b) High levels of perceived quality and customer satisfaction (c) Strong competition in the market (d) Price fluctuations in the market											
ix. Which of the following techniques is used to evaluate brand value?	1	2	3	4							
(a) Sales analysis (b) Brand valuation methods (c) Pricing strategy (d) Customer feedback surveys											
x. Brand revitalization strategies are typically implemented when:	1	5	3	5							
(a) The brand is performing well in the market (b) The brand is losing relevance and connection with customers (c) Competitors are struggling (d) New product lines are being developed											
Q.2 i. Briefly explain the relationship between marketing and product management.	2	2	2	1							
ii. Analyze the characteristics of product-focused organizations and evaluate how they differ from other organizational structures. Provide examples to illustrate your points.	6	1	2	1							
OR iii. Assess the recent changes in product management and their impact on marketing strategy. Discuss how organizations can adapt to these changes to remain competitive.	6	2	2	1							
Q.3 i. Explain the concept of the Product Life Cycle (PLC).	2	2	5	2							
	[3]										
ii. Outline the New Product Development (NPD) process and analyze its stages by providing an example of a recent product that successfully followed this process.									6	4	3
OR iii. Develop a set of strategies marketers can apply at each stage of the Product Life Cycle to extend a product's market presence. Justify your approach with examples.									6	4	2
Q.4 i. Define 'Brand Equity' and explain how it adds value to a company in a competitive market.									2	2	4
ii. Break down the elements involved in building brand equity and discuss the role each element plays in establishing a brand's market position									6	2	5
OR iii. Consider a company that has a diverse brand portfolio. Evaluate how market segmentation can influence its brand management strategy and discuss how this approach supports brand equity.									6	2	5
Q.5 i. Explain the role of brand awareness in building and sustaining brand equity.									2	5	3
ii. Identify strategies an organization can use to maintain and enhance brand loyalty. Provide examples of brands that successfully use these strategies.									6	4	3
iii. Describe the steps and key considerations a company should follow when considering repositioning its brand and justify the circumstances under which repositioning is advisable.									6	4	2
Q.6 Write short notes on any two of the following:											
i. Brand crisis management									4	5	2
ii. Brand audits									4	5	3
iii. Measuring brand equity									4	5	5
Q.7 Case Study: Revitalizing Brand FizzUp										10	
Background:											
FizzUp, a once-popular soft drink brand, gained a loyal customer base in the early 2000s with its unique citrus flavor and memorable slogan, "Feel the Fizz." However, over the years, FizzUp began losing its market share due to shifting consumer preferences toward healthier drinks, intense competition from brands like Coca-Cola and Pepsi, and a perception that the brand was outdated.											

Marking Scheme				
MS5EM01 (T) Product & Brand Management (T)				
Q.1	i) C) Bridging the gap between marketing and product development ii) B) Product pricing strategies iii) C) Shaping the marketing strategy over time iv) B) Strong customer feedback integration v) BRANDZ Model vi) D) The unique characteristics defining the brand vii) D) Product Price viii) B) High levels of perceived quality and customer satisfaction ix) B) Brand Valuation Methods x) B) The brand is losing relevance and connection with customers	1 1 1 1 1 1 1 1 1 1	ii. As per explanation. 6 elements* 1= 6 OR iii. As per explanation. 3BP + 3 brand management Q.5 i. As per explanation. 2 roles ii. As per explanation. 3 strategies + 3 examples OR iii. As per explanation 6 steps*1=6 Q.6 Attempt any two i. As per explanation Concepts+ example ii. As per explanation with example iii. As per explanation 4 methods * 1= 4 Q.7 Case Study 5+ 5= 10 As per explanation	6 6 2 6 6 10
Q.2	i. As per explanation 2 *1= 2 points ii. As per explanation 6*0.5 = 3 + 3 examples OR iii. As per explanation 3+3= 6 points	2 6 6	*****	
Q.3	i. As per explanation Concept – 2 marks ii. As per explanation NPD – 6 stages OR iii. As per explanation 6*1 = 6 strategies	2 6 6		
Q.4	i. As per explanation. Definition + example =2	2		