JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2016-18)

MID TERM EXAMINATIONS, NOVEMBER 2017

Course Name	Brand Management	Course Code	MKT501
Max. Time	**1 hour**	Max. Marks	**20 MM**

INSTRUCTIONS:
I.   This Question Paper has 2 questions of 10 Marks each.
II. Both Questions and sub parts must be attempted

Q1. Please read the article below and answer the question that follows:

"Patanjali's reasons for success

Low Pricing and Cost dynamics
Patanjali products are available at an attractive discount as compared to their competition. The company sources raw material directly from farmers eliminating middlemen, has lower marketing spends and overhead cost compared to its peers and as such are able to produce at a much cheaper price. A large proportion of the Indian population, especially the middle class, is extremely price sensitive and looks for quality products at reasonable rates. Patanjali has understood and developed a strategy to take advantage of the aforesaid mindset capturing market share from established players.

Focus on Product Quality
Quality is of prime importance and a key value proposition when it comes to FMCG. Patanjali products are known for their quality and have brought the focus back on product effectiveness. Ghee and tooth paste are the two most sold products of Patanjali - even though both of these have enough competitors in the market.

Extensive sales and distribution network
Patanjali has also been able to develop a large and trustworthy system of vendors and distributors to ensure that their products are available in every nook and corner of the country and its products do not fall at the end point of supply chain i.e. product placement and distribution.

Baba as Brand Ambassador
The other big factor in Patanjali's favour is the image of Baba Ramdev. He is a recognized face all over India and beyond. Patanjali is able to create a brand perception of health and wellness among the Indian masses, primarily because of Ramdev's association with the brand who is considered to be a veteran of yoga and a firm believer of Ayurveda. In Indian market where personalities outshine products, it's imperative to have a brand of your own.

Product experimentation and innovation
Patanjali was started in times when FMCG products by large multinational companies were already doing well and enjoyed customer loyalty. Despite the muted consumer demand and a wide range of existing products and players, Patanjali products were able to differentiate itself in the backdrop of never seen before combination of Ayurveda and technology.

Cultural Appeal
Patanjali products are marketed as historically and culturally indigenous in the light of its widely known Swadeshi campaign. The company has captured the attention of the Indian consumer by projecting itself as a brand that is extremely Indian. It also advertises its products as being all-natural void of synthetic and artificial ingredients. One cannot deny the fact that Indian market still has a penchant for culturally rooted products.

The swift rise of Patanjali driven by a large variety of product offerings coupled with unconventional marketing strategies has disrupted the whole FMCG sector and revolutionized the industry in a record time. Patanjali's dizzying growth story is now the talk of boardroom discussions and case study at management schools.

Will Patanjali be able to maintain the traction and eventually prove to be a dark horse in the race? Or will it turn out to be a water bubble, with this being a temporary phenomenon? Only time will tell."

(Source: https://yourstory.com/2017/01/c5edeadc03-the-epic-rise-of-patanjali-game-changer-in-indian-fmcg-industry/).

Draw the CBBE pyramid in detail and based on the CBBE model discuss Patanjali's Brand Equity in the FMCG sector.

(10 Marks)

Q2. Write short notes on the following giving suitable examples of a Product or Service, not exceeding 100 words each:

(2.5 X 4 = 10 Marks)

a. Brand – Product Mix
b. Flankers
c. Brand Hierarchy
d. 6 Core Brand Benefits