

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2023-25)
END TERM EXAMINATIONS, JANUARY 2025
MAIN EXAM

Course Name	Product & Category Management	Course Code	20157
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: All Questions are compulsory

Q1. Case Study

(5x4=20 Marks)

Buzzvil, the South Korean mobile advertising company, specializes in lock-screen advertising to grow revenue for its clients. A lock screen is the security feature on smartphones and computers that locks access to your device and usually displays an image, the time, the security keypad, etc.

Although Buzzvil offers a robust suite of ad placement services, it has found continued success with lock-screen ad technology. The company's unique approach to mobile advertising has garnered attention and accolades from partners around the world, solidifying Buzzvil's brand identity as a top-performing mobile advertiser.

Please **explain and justify** your response on each of the 5 aspects below on the key changes that Buzzvil has offered to their clients to gain the market share or penetration:

- a) Product Positioning
- b) Pricing
- c) Promotion
- d) Communication mode
- e) Target Audience

Q2. Refer the eight steps of Category management below, arrange them in sequential order and **elaborate** any four of the steps giving example of an FMCG company of your choice. (4 x 3=12 Marks)

- a) Set objective (Score board)
- b) Devise strategy
- c) Implementation

- d) Define
- e) Review
- f) Assess of Role of category
- g) Define category
- h) Set category tactics

Q3. Using competition analysis template **assess** any 3 company with similar nature of product or category to **support** your product choice? (1x8=8 Marks)

		★ OUR BUSINESS	Competitor 1 Placeholder	Competitor 2 Placeholder	Competitor 3 Placeholder
Company Profile	COMPANY HIGHLIGHTS				
Key Competitive Advantage					
Market Share	MARKETING INFORMATION				
Target Market					
Marketing Strategy					
Services / Products	PRODUCT INFORMATION				
Pricing					
Distribution					
Strengths	SWOT INFORMATION				
Weaknesses					
Opportunities					
Threats					