JAIPURIA
INSTITUTE OF MANAGEMENT
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JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2024-26)
END TERM EXAMINATIONS, October 2025-SET 2

Course Name	Brand Management	Course Code	20130 (109)
Max. Time	2 hours	Max. Marks	40

Instructions:
a. Attempt all questions.
b. Access to physical books/ printed/written notes only is allowed

1. Colgate Herbal/Salt toothpaste communicates its differentiation through the power of natural ingredients like salts and herbal extracts, targeting consumers who prefer a combination of modern oral care with traditional Ayurvedic goodness. Its advertising highlights the benefits of natural protection and freshness, appealing to health-conscious but modern users who trust a scientific brand with a natural touch. Colgate often promotes its toothpaste with trusted celebrity endorsements and campaigns focused on cavity protection enhanced by herbal benefits.

   In contrast, Patanjali toothpaste leverages a strong Ayurvedic and nationalist positioning, emphasizing 100% natural, chemical-free ingredients rooted in India's ancient wellness traditions. Patanjali's communication stresses purity, herbal safety, and benefits for the whole family, appealing especially to consumers seeking organic, sustainable alternatives with cultural resonance. Its branding is deeply tied to the founder Baba Ramdev and the indigenous, wellness-focused image of the company.

   a. Compare and contrast the positioning strategies of Colgate Herbal/Salt toothpaste and Patanjali toothpaste in India. (8 marks)

   b. Analyze how the communication approaches of Colgate and Patanjali cater to different consumer values and market segments? (8 marks)

2. Domino's and McDonalds are both western casual dining chains in India. However, they manage to have completely distinct brand images. Elaborate on the brand elements of each of the two brands, to help explain how they managed to achieve vastly different images. **(10 marks)**

3. Quick commerce (q-commerce) brands in India such as Blinkit, Zepto, Swiggy Instamart, and Flipkart Minutes have revolutionized retail by offering ultra-fast delivery of groceries, personal care, and essentials within 10 to 30 minutes. These companies use technology-driven logistics, dark stores, and a network of delivery partners to fulfill growing consumer demand for convenience and instant gratification, particularly in urban areas. Q-commerce is rapidly expanding and reshaping consumer expectations by merging the speed of instant delivery with reliable product availability. This has created intense competition for traditional offline retailers who operate on slower inventory and supply chain models.

   a. Evaluate how can traditional offline retailers compete effectively against fast-growing quick commerce brands in India? **(6 marks)**

   b. Discuss potential strategies offline retailers can adopt to retain customer loyalty and market share amidst the rising dominance of q-commerce. **(8 marks)**