

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**PGDM / PGDM (M) / PGDM (SM)****FIFTH TRIMESTER (Batch 2024-26)****END TERM EXAMINATIONS, JANUARY 2026****SET-1**

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

INSTRUCTIONS: All questions are compulsory

Q.1.

Case Study:

Volvo adopted a new design approach in the 1990's. This update of the brand's product design, called "Revolution", provided a remarkable boost to brand perception. The influence of revolution has been truly visible in the design of the recent Volvo models that incorporate consistent, easily recognizable, design features. But more than just focusing on a few details of the car, revolution has concerned a considerable shift in thinking towards a more distinctive Volvo identity. The new Volvo design approach has a strong strategic basis. On the one hand, the new design language marked a revolutionary shift in the Volvo design history from the era of "boxy" design emphasizing functionality-that had become a trademark of the brand-to an approach stressing dynamical and emotional characteristics. On the other hand, and most importantly, the new approach is still grounded on the prevailing Volvo core identity attributes, safety and Scandinavian values that have a

long history and form a major part of the perception of Volvo brand. The new approach is yet another evolutionary phase in the Volvo design history.

The design elements not only include physical references to certain historical Volvo models. The new design approach seems to preserve the brand heritage well and thus strongly maintain brand recognition. The corner stone of the brand, safety has still been kept as the main point of focus. The key concept of Volvo design, "emotion with safety", is communicated through various design features and characteristics. Consistently used and strategy-driven design has strengthened the position of Volvo as one of the most distinctive brands in the automotive industry.

- Analyze the factors that are considered by Volvo while adopting a new design approach in 1990's? Elaborate (6 Marks)
- How does an emotional touch of consumer with the product will affect design and redesign of a product? Justify with Examples. (6 Marks)
- Explain the difference between different levels of Competitive Level with Example:
(1) Product Form, (2) Product Category, (3) Generic, (4) Budget. (8 Marks)

Q.2.

Case study 2:

Launching New Soup A Food Company wants to develop a new Soup to enter the healthy soup market. The new soup will consist of vegetables proteins and fibre and will be positioned as a complete meal. The company must compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market. You are the head of the committee and chairman of the company wants that launch be successful. You have been asked to think about the brand name, its positioning in the market and other things about its successful Launch.

- (a) You have been assigned the task of launching new soup in the market. Discuss your elements of Launch mix. (7 Marks)
- (b) Suggest how you would position your product in the market. (7 Marks)
- (c) Suggest appropriate Brand name for the new soup you plan to launch in the market. Justify your choice. (6 Marks)