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| C:\Users\ADMIN\Desktop\j.png | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  **Post Graduate Diploma in Management (Batch 2023-25)** |
| **Course Title: Brand Management, (Course Code: 40130)**  **End-Term Examination, Term -VI (April 2025)** | |
| **Time Duration: 2 Hours Total Marks: 40** | |

General Instructions:

1. Answer the questions as directed.
2. Marks against each question is indicated to its right.
3. Answers should be brief and to the point.
4. Do not write on the question paper except your roll number.

**Question 1:** "Shakti & Sons," a 60-year-old Indian FMCG company, has long been known for its reliable household cleaning products. While its product quality remains unchanged, the brand’s sales have sharply declined in the last five years. Millennials perceive it as outdated and uninspiring, whereas older customers continue to use it out of habit. New-age brands with minimalist packaging, sustainable messaging, and influencer-driven communication are attracting a younger audience.

As the newly appointed Brand Manager, you are tasked with rejuvenating the brand without alienating its loyal elderly customer base. Using Kapferer's Brand Identity Prism, design a brand repositioning plan that will help "Shakti & Sons" reconnect with the millennial segment while preserving its core identity.

Your answer should include:  
a) A brief description of the six elements of the Brand Identity Prism.  
b) Specific strategic actions under each element for the brand rejuvenation.  
c) Justification for how the new identity balances both old and new customer expectations.

**(10 Marks)**

**Question 2:** “PureGlow” is a premium skincare brand known for its plant-based, dermatologically tested face creams and serums. Over the last 8 years, it has built a strong reputation among urban women aged 25–45. The brand is now planning to extend into the baby care category, launching products like baby lotion, diaper cream, and baby shampoo under the same brand name.

Senior leadership is concerned about brand fit and consumer perception, fearing that the new category may confuse customers or dilute the brand's luxury positioning.  
As a brand consultant, evaluate the strategic viability of this brand extension.

In your answer, include:

a) Key factors to consider before launching the baby care range under the same brand name.  
b) How to ensure brand equity is not diluted through this extension.  
c) Recommend a suitable brand architecture (e.g., branded house, sub-brand, endorsement, etc.) for this case, with justification**. (10 Marks)**

**Question 3:** You are the brand manager for a successful European luxury watch brand planning to enter the Indian market. While the brand enjoys strong equity in Europe based on heritage, craftsmanship, and exclusivity, consumer research indicates limited awareness and different luxury perceptions in India. Design a strategic plan to build and strengthen the brand's equity in the Indian market while maintaining global brand consistency. Detail specific adaptations needed for the Indian context in terms of brand positioning, marketing communication, pricing strategy, and distribution channels. **(10 Marks)**

**Question 4:** You have recently been appointed as the Digital Brand Manager for "NatureFresh", a well-established FMCG brand known for its packaged food products. Although the brand has a strong presence in offline retail and enjoys considerable trust among middle-aged consumers, it has not yet embraced digital marketing. In today’s competitive environment, where younger, digitally-native consumers prefer brands that engage with them online, it is imperative for NatureFresh to build a strong digital identity.

As part of your role, you are required to develop a comprehensive digital branding strategy aimed at strengthening the brand’s online presence and equity. Your plan should include clearly defined branding objectives for the digital space, identification of a relevant digital target audience, and suggestions for suitable social media platforms and digital channels. Additionally, describe the content strategy you would adopt to build brand engagement, and outline how influencer partnerships can be leveraged. **(10 Marks)**