



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business Economics
A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education

NOTICE

Date: 17/08/2026

This is to inform all TYBMS / students that the **internal assessment for the course PRODUCT AND BRAND MANAGEMENT -I (20 marks)** will be on the following criteria:

1. Mandatory class test for 10 marks.

- a) **The Front page (top right hand side) should contain details:**
Name of the student
Roll no.
Class and Division
Semester
Course (Subject)
Date
Name of the project
- b) A google link will be provided to the students to upload their entire project in due course.

2 . Instructions for Assignments:

- a) Students have to be present in person for the submission of their assignment
- b) Submission of assignment to be done on A4 size ruled paper ONLY. **The entire assessment must be handwritten by the student himself in legible handwriting** and stapled together in a booklet format.
- c) **The Front page (top right hand side) should contain details:**
Name of the student
Roll no.
Class and Division
Semester
Course (Subject)
Date
Name of the assignment.

3. If the student fails to present himself on the given date and time for submission of project and assignment he/ she will be marked ABSENT for the said submission and no further chance will be given.

Dr. Sailee Shringarpure
BFM Co-ordinator

Ms. Subhashini Naikar
Vice- Principal (SFC)

Prof. (Dr.) Digambar N Ganjewar
Principal

PRODUCT AND BRAND MANAGEMENT

INTERNAL ASSESSMENT – ASSIGNMENT

COVER PAGE

Students should include:

Name of College

Programme: T.Y.B.M.S.

Subject: Product and Brand Management

Internal Assessment – Assignment

Topic 1: _____

Topic 2: _____

Student Name: _____

Roll No.: _____

Academic Year: _____

INSTRUCTIONS

No.	Instruction	Requirement
1	Selection	Select ANY 2 topics out of the 10 given topics.
2	Marks	Each topic carries 5 marks . Total = 10 marks .
3	Length	Write approximately 3–4 pages per topic . (Approximately 6–8 pages for 2 topics)
4	Examples	Use real companies, products and brands wherever possible.
5	Analysis	Apply concepts taught in class. Do not write only definitions/theory.
6	Presentation	Use suitable headings, sub-headings, tables, charts, images or diagrams wherever relevant.

7	Case Study	For case-based topics, explain the problem, analysis, outcome and learning .
8	Survey	For Topic 8, conduct a small survey and present the findings in a table/chart/graph
9	References	Mention all books, websites, articles and other sources used.

Assignment Topics (Any 2)

1. Product Innovation and New Product Development

Select a company that has successfully launched an innovative product. Analyse its **New Product Development process, technology/packaging innovation, positioning and reasons for success**.

Examples: Apple, Tata, Amul, Dyson, etc.

2. Why New Products Fail

Select a real-life example of a **failed product** and analyse the reasons for its failure. Consider **customer needs, product specifications, pricing, positioning, competition, distribution, product testing and timing**.

3. Innovation Diffusion and Consumer Adoption

Select a new product, technology or innovation that has become popular among consumers. Explain how and why consumers adopted it using the concepts of **diffusion, adoption and factors influencing innovation diffusion**.

Examples: UPI, EVs, smartwatches, OTT platforms, food-delivery apps, etc.

4. Product, Pricing and Channel Strategy

Select an established product/brand and analyse its **product strategy, perceived quality, pricing strategy and distribution channels**. Explain how these strategies contribute to **brand equity and customer relationships**.

5. Develop Your Own New Product

Create a concept for a **new product** and demonstrate how it can move through the early stages of New Product Development.

Include:

- Product idea
- Target customer
- Product specifications
- Concept generation
- Concept screening/selection
- Concept testing
- Expected customer benefits

6. Analysing Brand Equity Using the CBBE Model

Select a well-known brand and analyse it using **Keller's Customer-Based Brand Equity (CBBE) Model**.

Explain how the brand has developed:

Brand Identity → Brand Meaning → Brand Response → Brand Relationship

Also discuss its **positioning and brand-building activities**.

7. Leveraging Secondary Brand Associations

Select a brand that has used **celebrity endorsement, country of origin, co-branding, events, characters, company associations or distribution channels** to strengthen its brand.

Analyse how the association has influenced **brand image and brand equity**.

8. Measuring Brand Performance

Select a well-known brand and conduct a small survey to measure its **brand awareness and brand image**.

Your study should include:

- Brand recognition
- Brand recall
- Brand associations
- Brand image
- Consumer responses

Present the findings using a **table/chart/graph**.

9. Brand Extension – Success or Failure?

Select a brand that has entered a new product category through **brand extension**.

Analyse the:

- Original brand
- Extended product
- Reasons for extension
- Advantages and disadvantages
- Impact on parent brand
- Impact on brand equity

Conclude whether the extension was successful or unsuccessful.

10. Managing and Revitalising a Brand Over Time

Select a brand that has existed for several years and analyse how it has remained relevant.

Discuss how the brand has:

- Reinforced its brand image
- Revitalised itself
- Responded to changing consumer needs
- Faced competition
- Maintained brand equity
- Expanded into new/global markets