

(3 Hours)

Total Marks : 60

- Note :** 1) Question number **One** is **compulsory** and carries **20 marks**.
2) Answer **any Four** out of the remaining **Six Questions**. Each carry **10 marks**.

Q. 1. Read the following case extract and answer the questions given below the case:

Raymond- Branding for the Discerning Males

It takes a lot of time, effort, and money for, any brand to make a place for itself in the hearts of consumers. The job is extremely tough if it is to build resonance with the discerning upper echelons of the society. Raymond has managed to find a special place for itself in the hearts and minds of the Indian males. Established in 1925, Raymond is today one of India's largest clothing and textile companies that offer a whole range of apparel brands to the urban Indian males. The company pioneered the woollen and woolblend suiting materials in the country and has weathered a lot of competition to emerge at the top.

Brand Raymond has been able to resonate with the Indian males through the use of several levers of marketing and promotions. The brand constantly refreshed itself with an ever-expanding range of suiting materials from the Chairman's Collection at the top end to the popular polyester blend for the middle class, straddling the Indian suiting market like a behemoth.

One of the strongest elements of its marketing strategy has been the setup of its nation wide network of Raymond stores. Each store not only offers a whole range of suiting materials and readymade apparels but also offers tailoring services. The Raymond Store has, therefore, become an essential part of any wedding plan and must visit for anyone who is planning to appear for an important job interview or a trip abroad for a big business deal.

The brand has also used the power of advertising to connect with its audience with the use of slogans that resonate with the times, such as "Guide to the well-dressed male," "The Complete Man," "Feels like Heaven", and "Feels like Raymond".

The company also launched a range of readymade apparel under the brand name Park Avenue . The brand has grown to be one fo the top selling apparel brands and was awarded as the " Most Admired Menswear Brand of the Year" in 2009. Parx brand was launched as a "Premium Casual Lifestyle" brand to carter to an emerging new segment.

The brand Raymond has been able to resonate with discerning Indian male through the use of product innovations, a dedicated retail chain, advertising, and

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promotions. As the Indian male gets ready to travel around the world for business, it is likely that his travel kit will consist of at least a few bespoke suits bought at the leading Raymond Store.

In the face of competition from Aditya Birla Group's Madura Fashion and Arvind Lifestyle, leading apparel makers of India, Raymond is in talks with private equity funds to sell 20% stake to fund expansion. CEO Sanjay Behl has taken several steps to resuscitate the apparel business since he joined Raymond in 2013. Raymond was earlier known for its fabrics than ready-to-wear apparel." Until now we have gone for renovation rather than expansion. It has been a cleaning and efficiency exercise. It is now a lot more nimble and future ready operation" Behl said in an interview to ET.

Raymond has sharpened its brand positioning by doing with overlaps of its different brands. Raymond brand is now positioned as classic premium, Park Avenue as contemporary premium, ColorPlus as smart casuals and Parx as economy casuals.

India's readymade garments market is estimated at \$45 billion, with branded apparel industry estimated at \$10 billion and growing at 11% per annum with renewed focus on brand building, retail expansion and revamping of the whole shopping experience. The branded garments segment is expected to garner 48% share of overall readymade garments market segment by 2019.

Questions:-

- a) Suggest a Marketing Plan for the year 2017-2019 for Raymond?
- b) In your opinion what is the branding process adopted to built the Raymond Brand.
- c) Analyse how Raymond brand has prepared itself for future challenges?
- d) Brand Resonance is the crux of the case. How did Raymond establish Brand Resonance with respect to its brand?

Q2. Choose a company of your choice and as completely as possible characterize its brand portfolio and brand hierarchy. How would you improve the company's branding strategies?

Q3. What according to you is the role of product management in contemporary marketing environment? Justify giving suitable examples.

Q4. What is an NPD process? Explain the process based on a specific product idea.

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- Q5. What do you understand by Branding? Also differentiate between Internal and External Branding
- Q6. Describe Jean Noel Kapferer's Brand identity prism. Discuss the prism with help of any product brand of your choice.
- Q7. Write short notes on any two of the following.
 - a) Objective of good product management
 - b) Brand Positioning
 - c) Product portfolio management
 - d) Customer Based Brand Equity (CBBE) Model.