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Subject Code:- GMKT103

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,  
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (GLOBAL)

TRIMESTER: IV - THEORY EXAMINATION (20 .... -20 ....)

Subject: Product And Brand Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

### **SECTION-A**

15

1. Attempt all parts:-

- 1-a. Choose the right definition of a "product". (CO1,K1) 1
- (a) A) A tangible item offered for sale
  - (b) B) A combination of goods and services that satisfies a consumer's need or want
  - (c) C) A service provided by a company
  - (d) D) An item produced in a factory
- 1-b. A product that is new to both the company and the market is referred to as: (CO2,K4) 1
- (a) A) Line extension
  - (b) B) Repositioned product
  - (c) C) New-to-the-world product
  - (d) D) Product improvement
- 1-c. The primary purpose of packaging in marketing is to: (CO3,K2) 1
- (a) a) Protect the product
  - (b) b) Reduce costs
  - (c) c) Increase production time
  - (d) d) Enhance distribution
- 1-d. Identify the term that describes the unique identity that distinguishes a product from its competitors. (CO4, K2) 1

(a)	a) Product	
(b)	b) Brand	
(c)	c) Trademark	
(d)	d) Logo	
1-e.	Effective brand communication primarily addresses: (CO5, K4)	1
(a)	a) Differentiating a product from competitors	
(b)	b) Reducing product costs	
(c)	c) Increasing production speed	
(d)	d) Minimizing staff turnover	
2.	Attempt all parts:-	
2.a.	Describe the core benefit of a product. (CO1, K1)	2
2.b.	Define Innovative Products and their significance. (CO2, K1)	2
2.c.	Define packaging. (CO3, K1)	2
2.d.	State the main objective of a brand. (CO4, K3)	2
2.e.	Define brand loyalty. (CO5, K1)	2
<b><u>SECTION-B</u></b>		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Discuss the importance of product lines. (CO1,K1)	5
3-b.	Identify the role of new product development in business growth. (CO2, K3)	5
3.c.	Explain the significance of packaging in product differentiation. (CO3, K2)	5
3.d.	Evaluate the importance of branding in establishing consumer trust and loyalty in a competitive market. (CO4, K4)	5
3.e.	Analyze the impact of effective brand communication on consumer perception and the long-term success of a brand. (CO5, K4)	5
<b><u>SECTION-C</u></b>		30
4.	Answer any <u>one</u> of the following:-	
4-a.	Explain the concept of PLC (product life cycle) with self-explanatory diagram. (CO1,K2)	6
4-b.	Differentiate between a product line and a product mix for a food and beverage company. (CO1, K4)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Describe the hurdles in bringing a new product to market. (CO2, K2)	6
5-b.	Develop a comprehensive plan for launching a new smartwatch, outlining the steps involved in the product development process for this device. ( CO2, K3)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	Discuss the role of packaging in creating a memorable first impression and sustaining long-term customer loyalty, especially in competitive markets. (CO3, K3)	6

- 6-b. Describe the three levels of packaging—primary, secondary, and tertiary—and evaluate their individual and collective importance in the logistics and retail process. (CO3, K3) 6
7. Answer any one of the following:-
- 7-a. Explore the impact of brand functions on customer loyalty. (CO4, K5) 6
- 7-b. Evaluate a brand's positioning strategy that led to market dominance. (CO4, K5) 6
8. Answer any one of the following:-
- 8-a. Analyze the benefits of aligning brand communication with customer service practices in enhancing overall brand reputation. (CO5, K3) 6
- 8-b. Discuss the role of customer-based brand equity in the purchase decision process for high-involvement products like automobiles. (CO5, K2) 6

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