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Subject Code:- NMKT103

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

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

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. In marketing, a product is primarily defined by: (CO1, K2)

1

- (a) A) Its ability to satisfy consumer needs and wants
- (b) B) Its production cost
- (c) C) Its packaging design
- (d) D) The technology used to create it

1-b. The final stage of new product development, where the product is introduced to the full market, is known as: (CO2, K2)

1

- (a) A) Commercialization
- (b) B) Idea generation
- (c) C) Concept development
- (d) D) Product development

1-c. Identify the characteristic that does not describe a brand. (CO3, K2)

1

- (a) a) Name
- (b) b) Logo
- (c) c) Price
- (d) d) Symbol

1-d. Keller's brand equity model emphasizes the importance of: (CO4, K4)

1

- (a) A) Brand differentiation

- (b) B) Brand resonance and customer relationships
 - (c) C) Product diversification
 - (d) D) Competitive pricing strategies
- 1-e. Product line extension primarily involves: (CO5, K2) 1
- (a) A) Adding new product lines
 - (b) B) Entering new markets
 - (c) C) Extending product features
 - (d) D) Introducing additional items in the same product category

2. Attempt all parts:-

- 2.a. Provide an example of a product that underwent successful repositioning. (CO1, K2) 2
- 2.b. Distinguish between Modified Products and Imitative Products. (CO2, K4) 2
- 2.c. Explain the any three functions of a brand. (CO3, K2) 2
- 2.d. Name three advantages of possessing high brand equity. (CO4, K2) 2
- 2.e. List the benefits of brand extension. (CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Discuss the concept of a product in marketing and elaborate on the various types of products that exist in the market. (CO1, K2) 5
- 3-b. Describe the importance of introducing new products in a market. (CO2, K2) 5
- 3-c. Analyze the relationship between brand positioning and market segmentation, including how positioning strategies address different consumer segments. (CO3, K4) 5
- 3-d. Discuss the role of brand personality in creating a loyal customer base. (CO4, K2) 5
- 3.e. Explore the different strategies companies can adopt to build and sustain global brands. (CO5, K3) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Taking example of any consumer product, discuss how the marketing mix strategy would vary during different stages of the PLC. (CO1, K2) 6
- 4-b. An established pharmaceutical company is facing challenges with its aging product lineup and emerging competitors. Using the product portfolio matrix, explain how the company can assess its current product portfolio and determine which products to invest in, maintain, or phase out. (CO1, K3) 6

5. Answer any one of the following:-

- 5-a. Elaborate on the difficulties encountered in product innovation. (CO2, K3) 6
- 5-b. Discuss the positioning strategies for a FMCG Brand. (CO2, K2) 6

6. Answer any one of the following:-

- 6-a. Analyze how a successful company, such as Tesla, leverages branding functions to achieve business goals. (CO3, K4) 6
- 6-b. Analyze the benefits of adopting a value-based brand positioning strategy for a company in the luxury goods sector. (CO3, K4) 6
7. Answer any one of the following:-
- 7-a. Identify and analyze the sources of brand equity for a new startup in the e-commerce sector. (CO4, K2) 6
- 7-b. Suggest strategies to enhance brand equity for a declining consumer electronics brand. (CO4, K3) 6
8. Answer any one of the following:-
- 8-a. Explore various brand extension types and assess how each type might affect the brand's overall image and market performance. (CO5, K3) 6
- 8-b. Examine various methods for measuring the success of brand reinforcement efforts. (CO5, K4) 6

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