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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2024 - 2025)

Subject: Product &amp; Brand Management

Time: 3 Hours

Max. Marks: 100

**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**

20

**1. Attempt all parts:-**

- 1-a. Product symbolism is a/an \_\_\_\_\_ characteristic of product. (CO1, K1) 1
- (a) Explicit
- (b) Implicit
- (c) Both
- (d) None of the above
- 1-b. Package and brand name are \_\_\_\_\_ of a product. (CO1, K1) 1
- (a) Explicit
- (b) Implicit
- (c) Both
- (d) None of the above
- 1-c. \_\_\_\_\_ define the long-term strategic direction and product vision of their products. (CO2, K1) 1
- (a) New to the world
- (b) New Product Lines
- (c) Repositionings
- (d) Product Managers
- 1-d. Introducing the product to the market is called \_\_\_\_\_. (CO2, K1) 1
- (a) Commercialization

- (b) Product-led
  - (c) Concept Testing
  - (d) Beta Testing
- 1-e. A comprehensive examination of the brand's current position in the market with respect to its competitors is called \_\_\_\_\_. (CO3, K1) 1
- (a) Brand audit
  - (b) Brand equity
  - (c) Growing
  - (d) Brand tracking
- 1-f. \_\_\_\_\_ are the functional and emotional associations which are assigned to a brand by its customers and prospects. (CO3, K1) 1
- (a) Brand equity
  - (b) Brand attributes
  - (c) Brand strategy
  - (d) Branding
- 1-g. \_\_\_\_\_ is the marketing relationship existing between different brands of products or services. (CO4, K1) 1
- (a) celebrity endorsement
  - (b) celebrity effect
  - (c) Cobranding
  - (d) brand reinforcement strategy
- 1-h. Brands sponsor \_\_\_\_\_ to leverage them to increase brand awareness and positive associations. (CO4, K1) 1
- (a) Brand recall
  - (b) Brand personality
  - (c) brand leveraging
  - (d) events
- 1-i. The brand growth strategy involving creation of additional products in response to consumer needs is called \_\_\_\_\_. (CO5, K1) 1
- (a) Umbrella Brand
  - (b) Brand Reinforcement
  - (c) Endorsed strategy
  - (d) Brand extension
- 1-j. \_\_\_\_\_ refers to the marketing efforts used to quantify the effects of brand building campaigns on sales and conversions. (CO5, K1) 1
- (a) Brand tracking
  - (b) Brand Value Chain
  - (c) Brand Warmth
  - (d) four

2. Attempt all parts:-

- |      |   |   |
|------|---|---|
| 2.a. | How can the marketer prevent the product from declining? Give any two strategies. (CO1, K2) | 2 |
| 2.b. | Elucidate the relevance of time to market. (CO2, K2)  | 2 |
| 2.c. | Define brand resonance. (CO3, K1)   | 2 |
| 2.d. | Define cobranding. (CO4, K1)  | 2 |
| 2.e. | Give two reasons for brand failure. (CO5, K2)   | 2 |

**SECTION-B**

30

3. Answer any five of the following:-

- |      |   |   |
|------|---|---|
| 3-a. | Discuss the relevance of developing a wide product portfolio. (CO1, K2)                                 | 6 |
| 3-b. | Can Cash cows become stars? Comment. (CO1, K5)  | 6 |
| 3-c. | Discuss how test marketing is done for industrial markets with the help of suitable examples. (CO2, K2) | 6 |
| 3-d. | Highlight how concepts are screened. Explain the errors at concept screening stage. (CO2, K2)           | 6 |
| 3.e. | Elucidate how a brand creates brand stature. (CO3, K2)  | 6 |
| 3.f. | Give the guidelines for cobranding. (CO4, K2)   | 6 |
| 3.g. | Illustrate the importance of brand extension. (CO2, K2)   | 6 |

**SECTION-C**

50

4. Answer any one of the following:-

- |      |   |    |
|------|---|----|
| 4-a. | Explain the Shell Directional Policy Matrix of Apple. (CO1, K2)                                     | 10 |
| 4-b. | Comment on a Product classification of anyone company each from FMCG & Automobile sector. (CO1, K5) | 10 |

5. Answer any one of the following:-

- |      |   |    |
|------|---|----|
| 5-a. | Discuss how can a company introduce a new product in the cosmetic industry. (CO2, K3) | 10 |
| 5-b. | Throw some light on how iPhone has extended its product life cycle. (CO2, K2)         | 10 |

6. Answer any one of the following:-

- |      |   |    |
|------|---|----|
| 6-a. | How do consumers arrive at a final brand decision? Discuss the implications for brand equity management for brands. (CO3, K2) | 10 |
| 6-b. | Explain the Aaker model in detail. (CO3, K2)  | 10 |

7. Answer any one of the following:-

- |      |   |    |
|------|---|----|
| 7-a. | Compare and contrast points of parity and points of difference for positioning a brand in the market. (CO4, K5) | 10 |
| 7-b. | Explain how brand recognition and recall help in creating brand awareness. (CO4, K2)                            | 10 |

8. Answer any one of the following:-

- |      |  |    |
|------|--|----|
| 8-a. | Discuss the indicators and reasons for brand failure with suitable examples. (CO5, K2) | 10 |
|------|--|----|

K2)

- 8-b. Discuss how brand extensions are done highlighting the role of parent brand. 10  
(CO5, K2)

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