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

PGDM (Standard)-

TRIMESTER-IV THEORY EXAMINATION (2024-2025)(COP)

Subject: Product and Brand Management

Time: 2Hrs.30 min

Max. Marks:60

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

1. This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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. Define product. (CO1,K2)                               | 1 |
| 1-b. Write down the meaning of product innovation. (CO2,K2) | 1 |
| 1-c. Define brand. (CO3,K2)                                 | 1 |
| 1-d. Explain the concept of brand equity (CO4,K2)           | 1 |
| 1-e. Discuss global branding. (CO5,K2)                      | 1 |

2. Attempt **all** parts:-

- |  |   |
|--|---|
| 2.a. List out the key characteristics of product line. (CO1,K2)      | 2 |
| 2.b. Discuss the importance of product innovation. (CO2,K2)          | 2 |
| 2.c. Explain importance of brand positioning. (CO3,K2)               | 2 |
| 2.d. Name out the various sources of brand equity. (CO4,K2)          | 2 |
| 2.e. List out the various challenges of global environment. (CO5,K2) | 2 |

**SECTION – B****15**3. Answer any **three** of the following-

- |   |   |
|---|---|
| 3-a. Explain the concept of a product and describe the different types of products with examples.(CO1,K2) | 5 |
| 3-b. Explain the concept and significance of introducing new products in the market.<br>(CO2,K2)          | 5 |

- 3-c. Discuss the objectives of branding and its role in shaping consumer perception. (CO3,K2) 5
- 3-d. Explain importance of brand equity in marketing.(CO4,K2) 5
- 3-e. Discuss the advantages of brand extension and how these factors influence strategic decisions. (CO5,K2) 5

### **SECTION – C**

**30**

#### **Case Let & Application Based**

- 4. Answer any **one** of the following-
  - 4-a. Discuss BCG growth matrix and also explain its importance. (CO1,K2) 6
  - 4-b. Differentiate between product line and product mix, and explain the dimensions of a product mix in detail. (CO1,K4) 6
- 5. Answer any **one** of the following- 6
  - 5-a. Describe the various categories and types of new products with examples. (CO2,K2) 6
  - 5-b. Elaborate on the process involved in developing a new product and its key stages. (CO2,K4) 6
- 6. Answer any **one** of the following-
  - 6-a. Elaborate on the features and key elements of branding that contribute to its effectiveness.(CO3,K4) 6
  - 6-b. Describe the difference between a product and a brand, focusing on their unique characteristics.(CO3,K2) 6
- 7. Answer any **one** of the following-
  - 7-a. Elaborate on the strategies that can be used to enhance brand equity effectively. (CO4,K4) 6
  - 7-b. Analyze the role of brand personality, highlighting its features and the dimensions in Aaker's brand personality model.(CO4,K4) 6
- 8. Answer any **one** of the following-
  - 8-a. Explain the concept of brand extension and discuss its significance in the growth strategy of a company. (CO5,K2) 6
  - 8-b. Describe the process of brand revitalization and identify the key factors that necessitate a brand's revitalization efforts. (CO5,K2) 6