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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**  
(An Autonomous Institute Affiliated to AKTU, Lucknow)

**MBA MF**

**SEM: III - THEORY EXAMINATION (2025 - 2026)**

**Subject: Product & 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**

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1. Attempt all parts:-

- 1-a. Product management primarily deals with \_\_\_\_\_. (CO1,K1) 1
- (a) Product design
- (b) Product planning and development
- (c) Product sales only
- (d) Customer service
- 1-b. A firm's product mix means \_\_\_\_\_. (CO1,K1) 1
- (a) All products offered for sale
- (b) The single best-selling product
- (c) Core products only
- (d) Trial offers only
- 1-c. Test marketing primarily helps in? (CO2,K4) 1
- (a) Market entry strategy
- (b) Assessing customer response before full launch
- (c) Product design
- (d) Competitor analysis
- 1-d. Which is NOT part of commercialization? (CO2,K2) 1
- (a) Prototyping
- (b) Test marketing
- (c) Distribution planning
- (d) Concept ideation
- 1-e. Aaker model includes: (CO3,K2) 1

- (a) Brand loyalty, brand awareness, perceived quality, brand associations, other proprietary assets
  - (b) Only logo and design
  - (c) Packaging and pricing
  - (d) Distribution channels
- 1-f. Effective brand marketing program requires: (CO3,K4) 1
- (a) Integration of communication, product, and experience
  - (b) Focus only on advertising
  - (c) Reduce HR cost
  - (d) Cut production
- 1-g. First step in the four steps of brand building? (CO4,K3) 1
- (a) Brand loyalty
  - (b) Brand resonance
  - (c) Brand identity
  - (d) Brand value
- 1-h. Brand positioning primarily focuses on? (CO4,K3) 1
- (a) Consumer perception of uniqueness
  - (b) Cost reduction
  - (c) Packaging style
  - (d) Distribution channel
- 1-i. Purpose of brand tracking studies? (CO5,K3) 1
- (a) Evaluate brand performance over time
  - (b) Reduce costs
  - (c) Hire employees
  - (d) Increase production
- 1-j. Advantage of brand extensions? (CO5,K2) 1
- (a) Leverage existing brand equity
  - (b) Increase production cost
  - (c) Decrease quality
  - (d) Reduce awareness

2. Attempt all parts:-

- 2.a. Define "Product" as per marketing terminology. (CO1,K1) 2
- 2.b. Define a new product category. (CO2,K2) 2
- 2.c. Explain the concept of brand loyalty. (CO3,K2) 2
- 2.d. Define brand awareness. (CO4,K2) 2
- 2.e. Explain the concept of a brand hierarchy. (CO5,K3) 2

**SECTION-B** 30

3. Attempt all parts:-

3.a. Answer any one of the following:-

- 3.a.(i) Analyze the relationship between Product Life Cycle and Marketing Mix decisions. 6

(CO1,K4)

- 3.a.(ii) Analyze the factors affecting Product Portfolio decisions. (CO1,K4) 6
- 3.b. Answer any one of the following:-
- 3.b.(i) Describe methods to extend the product life cycle. (CO2,K4) 6
- 3.b.(ii) Examine the role of product testing in reducing market risks. (CO2,K5) 6
- 3.c. Answer any one of the following:-
- 3.c.(i) Describe the concept of brand equity and its importance to firms. (CO3,K4) 6
- 3.c.(ii) Explain how brand positioning contributes to competitive advantage. (CO3,K4) 6
- 3.d. Answer any one of the following:-
- 3.d.(i) Explain how brand image affects customer perception and loyalty. (CO4,K4) 6
- 3.d.(ii) Explain how celebrity endorsement can strengthen brand perception. (CO4,K4) 6
- 3.e. Answer any one of the following:-
- 3.e.(i) Define brand architecture and critically analyze its importance in managing multiple brands within a firm. (CO5,K5) 6
- 3.e.(ii) Discuss common causes of brand failures and analyze lessons that firms can learn from them. (CO5,K4) 6

### **SECTION-C**

50

4. Answer any one of the following:-
- 4-a. Discuss the strategic challenges faced by product managers during Product Decline Stage. (CO1,K5) 10
- 4-b. Coca-Cola's management team is reviewing the performance of its various beverage brands across global markets. Discuss how they can allocate resources more effectively by using the BCG Growth–Share Matrix for strategic planning.(CO1, K2) 10
5. Answer any one of the following:-
- 5-a. Compare and contrast prototype vs MVP in product design. (CO2,K6) 10
- 5-b. Prepare a mini test marketing plan and evaluate potential market response. (CO2,K5) 10
6. Answer any one of the following:-
- 6-a. Examine the Brand Asset Valuator model and its applicability in practice. (CO3,K6) 10
- 6-b. Critically assess how firms sustain brand equity in mature product categories. (CO3,K6) 10
7. Answer any one of the following:-
- 7-a. Analyze strategies to create customer value and enhance brand loyalty. (CO4,K6) 10
- 7-b. Evaluate strategies for sustaining brand equity in the market for a longer time period. (CO4,K6) 10
8. Answer any one of the following:-
- 8-a. Critically assess the advantages and disadvantages of brand extensions. (CO5,K5) 10
- 8-b. Evaluate the strategic role of brand architecture in corporate branding. (CO5,K5) 10