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

MBA

SEM: III - THEORY EXAMINATION (2025 - 2026)

Subject: Product and 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. Unsought products are classified on the basis of: (CO1, K1)

1

- (a) Durability
- (b) Tangibility
- (c) Users
- (d) None of the above

1-b. Product symbolism is a/an _____ characteristic of product. (CO1, K1)

1

- (a) Explicit
- (b) Implicit
- (c) Both
- (d) None of the above

1-c. Inventions that create a whole new market are called as _____ products. (CO2, K1)

1

- (a) New to the world
- (b) New Product Lines
- (c) Repositionings
- (d) Product Managers

1-d. _____ 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-e. A _____ can be defined as the marketer's vision of brand and what it should do for consumers. (CO3, K1) 1
- (a) Brand exploration
 (b) Brand promise
 (c) Brand Growth
 (d) Brand tracking
- 1-f. 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-g. The _____ is the ability of famous people to influence others. (CO4, K1) 1
- (a) celebrity endorsement
 (b) celebrity effect
 (c) Cobranding
 (d) brand reinforcement strategy
- 1-h. _____ is a co-branding strategy which helps in exemplifying the brand by the use of a new brand name. (CO4, K1) 1
- (a) celebrity endorsement
 (b) celebrity effect
 (c) Cobranding
 (d) brand reinforcement strategy
- 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. _____ is used to determine financial value or definite utility value of the brand. (CO5, K1) 1
- (a) Brand architecture
 (b) Holistic method
 (c) breadth
 (d) Quantitative research

2. Attempt all parts:-

- 2.a. Define product mix. (CO1,K2) 2
- 2.b. Highlight two innovation strategies. (CO2, K1) 2
- 2.c. Define brand knowledge. (CO3, K1) 2

2.d.	Differentiate between celebrity endorsement and influencer marketing. (CO4, K3)	2
2.e.	Give two reasons for brand failure. (CO5, K2)	2
<u>SECTION-B</u>		30
3. Attempt all parts:-		
3.a. Answer any <u>one</u> of the following:-		
3.a.(i)	Explain the methods of Product evaluation. (CO1,K2)	6
3.a.(ii)	Discuss the factors affecting the product portfolio. (CO1, K2)	6
3.b. Answer any one of the following:-		
3.b.(i)	Explain roll out and mass marketing in commercialisation. (CO2, K2)	6
3.b.(ii)	Discuss how test marketing is done for industrial markets with the help of suitable examples. (CO2, K2)	6
3.c. Answer any one of the following:-		
3.c.(i)	Elucidate how a brand creates brand stature. (CO3, K2)	6
3.c.(ii)	Enumerate the means of sustaining brand equity. (CO3, K2)	6
3.d. Answer any one of the following:-		
3.d.(i)	Discuss the points to be kept in mind when deciding on celebrity endorsements. (CO4, K2)	6
3.d.(ii)	Give the guidelines for cobranding. (CO4, K2)	6
3.e. Answer any one of the following:-		
3.e.(i)	Does Brand repositioning always work? Comment. (CO5, K4)	6
3.e.(ii)	Illustrate the importance of brand extension. (CO5, K2)	6
<u>SECTION-C</u>		50
4. Answer any <u>one</u> of the following:-		
4-a.	Discuss the BCG Matrix of Coca Cola. (CO1, K2)	10
4-b.	Evaluate the product portfolio of Tata automobiles. (CO1, K5)	10
5. Answer any <u>one</u> of the following:-		
5-a.	Discuss how can a company introduce a new product in the cosmetic industry. (CO2, K3)	10
5-b.	Discuss how ITC is using product leverage growth for its FMCGs. (CO2, K2)	10
6. Answer any <u>one</u> of the following:-		
6-a.	A leading firm in the FMCG sector, found out through research that there is a vast potential in the branded flour (atta) market that could be tapped. On the basis of this, the company decides to enter the market. Discuss the process of designing the positioning strategy for the product. (CO3, K2)	10
6-b.	Discuss the kind of brand programmes healthcare companies should plan to enhance market presence. (CO3, K3)	10
7. Answer any <u>one</u> of the following:-		
7-a.	Analyse how Google been able to leverage its brand name. (CO4, K4)	10
7-b.	Take an example of two popular brands of sports accessories. Discuss whether the various brand elements work for them in the true sense or not. (CO4, K3)	10

8. Answer any one of the following:-

- 8-a. Discuss the brand crises faced by Maggi. Explain how it was able to revitalise itself. 10
(CO5, K2)
- 8-b. Discuss the indicators and reasons for brand failure with suitable examples. (CO5, 10
K2)

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