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

MBA IEV

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. In the case of Netflix, which phase saw the company shifting from DVD rentals to internet streaming? (CO1,K2) 1
- (a) Introduction
- (b) Growth
- (c) Maturity
- (d) Decline
- 1-b. The process of managing a product through its lifecycle involve..... (CO1,K2) 1
- (a) Marketing
- (b) Product Management
- (c) Sales
- (d) Distribution
- 1-c. company disrupted the traditional taxi market in India. (CO2,K1) 1
- (a) Ola and Uber
- (b) Zomato
- (c) Flipkart
- (d) Godrej
- 1-d. The primary focus of UX (User Experience) design is (CO2,K2) 1
- (a) Aesthetics
- (b) Usability
- (c) Accessibility
- (d) All of the above

- 1-e. is the main objective of branding. (CO3,K3) 1
- (a) Creating visual appeal
 - (b) Increasing profits
 - (c) Sustaining market share
 - (d) Building trust
- 1-f. branding option involves collaboration between two brands. (CO3,K2) 1
- (a) Brand identity
 - (b) Joint ventures
 - (c) Co-branding
 - (d) Digital branding
- 1-g. Brand personality refers to: (CO4,K2) 1
- (a) Characteristics of a company's CEO
 - (b) Human traits attributed to a brand
 - (c) The legal name of a brand
 - (d) The age of a brand
- 1-h. Keller's Brand Resonance Model focuses on: (CO4,K1) 1
- (a) Cost reduction
 - (b) Building emotional connections with consumers
 - (c) Increasing production efficiency
 - (d) Legal protection of the brand
- 1-i. Which is an example of brand extension? (CO5,K3) 1
- (a) Amul launching ice cream
 - (b) Bajaj Auto expanding Pulsar
 - (c) Tata Tea introducing new tea
 - (d) All of the above
- 1-j.was the celebrity in Tata Tea's "Jaago Re" campaign. (CO5,K1) 1
- (a) R. Madhavan
 - (b) Shah Rukh Khan
 - (c) Amitabh Bachchan
 - (d) Salman Khan

2. Attempt all parts:-

- 2.a. Define the introduction stage of the Product Life Cycle. (CO1,K1) 2
- 2.b. Explain the NPD Process. (CO2,K2) 2
- 2.c. Define branding and its importance. (CO3,K2) 2
- 2.d. Name two important aspects of brand awareness. (CO4,K4) 2
- 2.e. Explain the benefit of using celebrities in brand promotions (CO5,K3) 2

SECTION-B

30

3. Attempt all parts:-

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

- 3.a.(i) Explain the four stages of the Product Life Cycle. (CO1,K2) 6

- 3.a.(ii) Identify factors contributing to the growth stage of a product in the PLC. (CO1,K4) 6
- 3.b. Answer any one of the following:-
- 3.b.(i) Explain the key principles of User Experience (UX) and how do they affect product design. (CO2,K2) 6
- 3.b.(ii) Explain the product testing stages (Alpha, Beta, Test Marketing) with examples. (CO2,K2) 6
- 3.c. Answer any one of the following:-
- 3.c.(i) Define brand management and outline its process. (CO3,K2) 6
- 3.c.(ii) Discuss the significance of brand identity elements in branding. (CO3,K2) 6
- 3.d. Answer any one of the following:-
- 3.d.(i) Define brand equity and explain its components with examples. (CO4,K2) 6
- 3.d.(ii) Explain the importance of brand image in shaping consumer perceptions. (CO4,K2) 6
- 3.e. Answer any one of the following:-
- 3.e.(i) Describe the process and types of brand leveraging with examples. (CO5,K2) 6
- 3.e.(ii) Discuss the benefits and challenges of brand extension with Bajaj Auto's Pulsar as a case study (CO5,K3) 6

SECTION-C

50

4. Answer any one of the following:-
- 4-a. Explain each stage of the Product Life Cycle with examples of real products. (CO1,K1) 10
- 4-b. Assess the benefits of having a diverse product mix. (CO1,K4) 10
5. Answer any one of the following:-
- 5-a. Explain the five stages of the Design Thinking process and how they are used in new product development. (CO2,K1) 10
- 5-b. Discuss the significance of the Design Thinking process and how it affects the final product. (CO2,K4) 10
6. Answer any one of the following:-
- 6-a. Discuss the contribution of branding to consumer trust and loyalty. (CO3,K5) 10
- 6-b. Analyze the role of digital platforms in brand marketing with Indian case studies. (CO3,K4) 10
7. Answer any one of the following:-
- 7-a. Describe the contribution of brand personality to consumer loyalty using examples like Amul and HDFC Bank. (CO4,K4) 10
- 7-b. Illustrate the impact of brand image on consumer behavior and purchasing decisions. (CO4,K4) 10
8. Answer any one of the following:-
- 8-a. Discuss in detail the concept of celebrity endorsement and its impact on brand management, with examples from Tata Tea's "Jaago Re" campaign (CO5,K2) 10
- 8-b. Explain the concept of brand leveraging with multiple examples from Amul's successful brand extensions (CO5,K3) 10