

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2021 - 2022) (ONLINE)

Subject: Product and Brand Management

Time: 02:00 Hours

Max. Marks: 100

General Instructions:

1. *All questions are compulsory. It comprises of two Sections A and B.*
 - *Section A - Question No- 1 has 35 objective type questions carrying 2 marks each.*
 - *Section B - Question No- 2 has 12 subjective type questions carrying 3 marks each. You have to attempt any 10 out of 12 question.*
 - *No sheet should be left blank. Any written material after a Blank sheet will not be evaluated/checked.*

SECTION A

35 x 2 = 70

1. Attempt ALL parts:-

- | | | |
|-------|---|---|
| 1.1.a | Following is a type of product classification | 1 |
| | (a) Consumables | |
| | (b) Durables | |
| | (c) Services | |
| | (d) All of the above | |
| 1.1.b | This level consists of the physical good or delivered service that provides the expected benefit. | 1 |
| | (a) Core Product Level. | |
| | (b) Embodied Product Level. | |
| | (c) Augmented Product Level. | |
| | (d) Intangible Product Level. | |
| 1.1.c | _____are products, other than raw materials, that are necessary to ensure that the organization can continue functioning. | 1 |
| | (a) Component parts | |
| | (b) Maintenance, repair, and operating (MRO) goods | |
| | (c) Raw materials | |
| | (d) Equipment goods | |
| 1.1.d | These are non-durable goods or services, often bought with little pre-purchase thought or consideration: | 1 |
| | (a) Impulse products. | |
| | (b) Manufacturer products. | |
| | (c) Convenience products. | |
| | (d) Luxury products. | |
| 1.1.e | In which of the following stages of the product life cycle do sales peak? | 1 |
| | (a) Introduction | |
| | (b) Growth | |
| | (c) Maturity | |
| | (d) Decline | |
| 1.1.f | In "Product Life Cycle" a stage represents rapid growth of product sale known as | 1 |

- (a) Market introduction phase
- (b) Growth phase
- (c) Saturation phase
- (d) Decline

- 1.1.g The product life cycle describes the stages a new product goes through in the _____ 1
- (a) introduction phase
 - (b) test market
 - (c) product development
 - (d) marketplace
- 1.2.a All of the following are different ways a firm can obtain new products, except..... (CO2) 1
- (a) By acquiring a whole new company
 - (b) A firm can obtain a new product through patents
 - (c) A firm can obtain a new product by licensing someone else's new product
 - (d) A firm can obtain a new product by using the R&D department of other firms in the same industry.
- 1.2.b All of the following are accurate descriptions of ways companies are anxious to learn how to improve the odds of new-product success, except which one? 1
- (a) Find out what successful new products have in common.
 - (b) To learn lessons from new product failures.
 - (c) Companies have to learn to understand their own consumers.
 - (d) Do not overly rely on product innovation when you can succeed by copying others.
- 1.2.c New-product development starts with _____. (CO2) 1
- (a) idea screening
 - (b) idea generation
 - (c) concept development and testing
 - (d) marketing strategy development
- 1.2.d Major sources of new product ideas include _____. 1
- (a) internal sources, using company R&D
 - (b) creative approaches, using both "method and madness" approaches
 - (c) watching and listening to customers
 - (d) all of the above are sources of new product ideas
- 1.2.e All of the following are accurate descriptions of new product ideas, except which one? 1
- (a) New product development starts with idea generation.
 - (b) Some companies use brainstorming exercises that expand people's minds and generate new ideas around the client's problem.
 - (c) At the beginning of the process, carefully scrutinize each idea and throw far-fetched and impractical ones out the window.
 - (d) Customers must be careful not to rely too heavily on customer input when developing new products.
- 1.2.f The first idea reducing stage is _____, which helps spot good ideas and drop poor ones as soon as possible. 1
- (a) idea generation
 - (b) idea screening
 - (c) concept development and testing
 - (d) marketing strategy development
- 1.2.g A firm can obtain new products in two ways. First, it can develop them by using its own 1

research and development department. Second, it can

- (a) steal them.
- (b) get them through acquisition.
- (c) transfer them between divisions.
- (d) copy them

- 1.3.a A marketer needs to understand that some general traits of a brand name are: (CO3) 1
- (a) Easy to recognize
 - (b) Easy to pronounce
 - (c) Easy to memorize
 - (d) All of the above
- 1.3.b Introduction of more brands and extensions leads to _____ with no new benefits to consumers 1
- (a) Higher cost
 - (b) Greater revenue
 - (c) Brand proliferation
 - (d) Increased competition
- 1.3.c In strategic brand management, focus is on 1
- (a) Brand positioning
 - (b) Brand marketing
 - (c) Brand performance
 - (d) All of the above
- 1.3.d As per AAKER Model, brand management commences with developing 1
- (a) Brand identity
 - (b) Brand awareness
 - (c) Brand equity
 - (d) None of the above
- 1.3.e The _____ emphasizes the duality of brands. 1
- (a) Brand resonance model
 - (b) AAKER Model
 - (c) Brand asset valuator model
 - (d) BRANDZ Model
- 1.3.f Brand resonance and the relationships that consumers have with brands have two dimensions: intensity and _____. 1
- (a) Growth
 - (b) Activity
 - (c) Judgment
 - (d) Creativity
- 1.3.g As per Brand Asset Valuator Model, leadership brands show 1
- (a) High levels on all dimensions
 - (b) Low level on all dimensions
 - (c) High at esteem and knowledge
 - (d) None of the above
- 1.4.a Brand knowledge refers to brand _____. 1
- (a) Awareness
 - (b) Recall
 - (c) Personality
 - (d) Persona

- 1.4.b _____ are short phrases that communicate descriptive or persuasive information about a brand. 1
- (a) Punch lines
 - (b) Tag lines
 - (c) Messages
 - (d) Slogans
- 1.4.c Brand awareness consists of brand recognition and brand _____. 1
- (a) Growth
 - (b) Recall
 - (c) Presence
 - (d) Identity
- 1.4.d Brand element is also known as _____. 1
- (a) Awareness
 - (b) Recall
 - (c) Identity
 - (d) Image
- 1.4.e The _____ relates to extra benefits that a brand offers to its customers. 1
- (a) Entire positioning
 - (b) Point of difference
 - (c) Definition of business
 - (d) Innovation
- 1.4.f Brand position can be based on the point of leverage, which may not necessarily be in the core identity. 1
- (a) TRUE
 - (b) FALSE
- 1.4.g Differentiation is determined relevant to customers for brand positioning 1
- (a) TRUE
 - (b) FALSE
- 1.5.a Amul Masti Dahi is an example of: 1
- (a) Line extension
 - (b) Brand extension
 - (c) Category extension
 - (d) None of the above
- 1.5.b The series of procedure in which customer is focused , helps to access brand's health and 1
- (a) Brand Audit
 - (b) Brand Tracking
 - (c) Brand Valuation
 - (d) Brand Evaluation
- 1.5.c It is an approach of selling goods and services in which a prospect explicitly agrees in advance to receive marketing information 1
- (a) Green Marketing
 - (b) Cause Marketing
 - (c) Relationship Marketing
 - (d) Permission Marketing
- 1.5.d Another way of getting the brand revitalized is through the _____ 1
- (a) Positioning
 - (b) Segmenting

- (c) Targeting
(d) Repositioning
- 1.5.e _____ is also called as the range brand or umbrella brand. 1
- (a) Global brands
(b) Green products
(c) Family Brand level
(d) None of these
- 1.5.f In designing the brand potfolio the focus is always on 1
- (a) maximum market coverage
(b) minimum market coverage
(c) brand house coverage
(d) categorize market coverage
- 1.5.g The offerings of all brands and brand lines by a particular company is considered as 1
- (a) company portfolio
(b) brand line portfolio
(c) brand portfolio
(d) corporate portfolio

SECTION B

10 X 3 = 30

2. Answer any TEN of the following:-

- 2.1.a Define a product. 2
- 2.1.b Define Convenience goods with the help of a suitable examples. 2
- 2.2.a Give one example of line extensions in new product categories highlighting the concept. 2
- 2.2.b Give a layout for organisation of product management. 2
- 2.2.c Give the two methods of commercialising a product. 2
- 2.3.a Define a brand name? 2
- 2.3.b Name the brand names of products of TATA Company. 2
- 2.3.c Define brand audit. 2
- 2.4.a Define brand association with the help of an example. 2
- 2.4.b Give an example of value based brand positioning. 2
- 2.5.a Name the 4 stages of the value chain. 2
- 2.5.b How do brand ambassadors influence brand value? 2