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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2022 - 2023)

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. The product life cycle describes the stages of a new product goes through in the _____ . (CO1) 1
- (a) introduction phase
- (b) test market
- (c) product development
- (d) marketplace
- 1-b. BCG in BCG Matrix stands for _____. (CO1) 1
- (a) British Consultant Group
- (b) Bombay Consultant Group
- (c) Boston Consultant Group
- (d) Boston Consultancy Group
- 1-c. One of these strategies is designed to inject life into a mature product. (CO2) 1
- (a) Takeoff strategy
- (b) Defensive strategy

- (c) Recycling strategy
- (d) Stretching & Harvesting
- 1-d. Attack strategies include _____. (CO2) 1
- (a) Frontal attack
- (b) Flank attack
- (c) Encirclement attack
- (d) all of the above
- 1 Introduction of more brands and extensions leads to _____ with no new benefits to consumers. (CO3) 1
- (a) Higher cost
- (b) Greater revenue
- (c) Brand proliferation
- (d) Increased competition
- 1 Achieving the right brand identity means creating brand _____ with customers. (CO3) 1
- (a) Salience
- (b) Resonance
- (c) Awareness
- (d) Loyalty
- 1 Brand awareness consists of brand recognition and brand _____. (CO4) 1
- (a) Growth
- (b) Recall
- (c) Presence
- (d) Identity
- 1 _____ is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market. (CO4) 1
- (a) brand judgments (ii) (iii) (iv)
- (b) Brand positioning
- (c) Double Positioning
- (d) Brand identity
- 1 Branding strategy is also called..... (CO5) 1
- (a) brand architecture
- (b) branding rate

	(c) brand earnings	
	(d) brand responsiveness	
1	Nivea, a strong European brand, has expanded its scope from a skin-cream brand to a skin-care and personal-care brand through carefully designed and implemented brand extensions. This is an example of _____. (CO5)	1
	(a) brand reinforcement	
	(b) brand valuation	
	(c) brand equity	
	(d) brand management	
2. Attempt all parts:-		
2.a.	Define Convenience goods with the help of a suitable examples. (CO1)	2
2.b.	Explain the need for Prototyping in brief. (CO2)	2
2.c.	Give an example explaining how brand equity helps in extension of product lines. (CO3)	2
2.d.	Enumerate any two ways of leveraging secondary brand associations to build brand equity. (CO4)	2
2.e.	Differentiate between brand value and brand equity. (CO5)	2
SECTION B		30
3. Answer any <u>five</u> of the following:-		
3	Discuss the concepts of harvest and divest w.r.t Product life cycle. (CO1)	6
3	Discuss the factors affecting the product portfolio. (CO1)	6
3	Test marketing is a major tool for the commercialization stage of New product development', Discuss. (CO2)	6
3	With the help of suitable examples explain the factors that can be responsible for failure of new product. (CO2)	6
3.e.	Discuss the relevance of brand asset valuation model. (CO3)	6
3.f.	Discuss the points to be kept in mind when deciding on celebrity endorsements. (CO4)	6
3.g.	Give examples of revitalising brands in FMCGs. (CO5)	6
SECTION C		50
4. Answer any <u>one</u> of the following:-		
4-a.	Discuss the scope and significance of product management in current marketing scenario. (CO1)	10
4-b.	Differentiate between product hierarchy and product mix. (CO1)	10

5. Answer any one of the following:-

- 5-a. Define the term innovation in context to a new product and explain the need for an innovation strategy for new products. (CO2) 10
- 5-b. Compare the new product development strategies of Mc Donalds and Burger King. (CO2) 10

6. Answer any one of the following:-

- 6 Explain the methods which help in growing and sustaining brand equity. (CO3) 10
- 6 Discuss the Brand Asset Valuation model in detail. (CO3) 10

7. Answer any one of the following:-

- 7-a. Discuss the role of packaging as a brand element to build brand equity. (CO4) 10
- 7-b. Assume that You are a Consultant in Marketing. A deodorant product segmented for teenagers are to be launched through online marketing. 10
Suggest online website branding strategy. (CO4)

8. Answer any one of the following:-

- 8 Explain the different types of brand architecture. (CO5) 10
- 8 Identify effective quantitative research techniques for measuring brand awareness, image, responses, and relationships. (CO5) 10