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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2024 - 2025)

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

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. _____ are purchases that require more research as consumers purchase these items less frequently. (CO1, K1) 1
- (a) Shopping goods
 - (b) product
 - (c) Convenience goods
 - (d) product concept
- 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. A free trial of new lipsticks, perfumes offered to the existing customers, and feedback is an example of _____. (CO2, K1) 1

- (a) Sales wave research
(b) Simulated market research
(c) Alpha testing
(d) Beta testing
- 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. The long-term strategy that guides a business in the development of a brand and its implementation in every aspect of marketing and operations is called as a _____. (CO3, K1) 1
- (a) Brand equity
(b) Brand attributes
(c) Brand strategy
(d) Branding
- 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. A _____ strategy uses the power of an existing brand name to support a company's entry into a new, but related, product category. (CO4, K1) 1
- (a) Brand recall
(b) Brand personality
(c) brand leveraging
(d) events
- 1-i. In _____ hierarchy, the firm is the brand and all products and sub-products are linked to it. 1
- (a) Umbrella Brand
(b) Brand Reinforcement
(c) Endorsed strategy
(d) Brand extension
- 1-j. Brand architecture defines both the _____ and depth of your brand. 1
- (a) Brand architecture
(b) Holistic method
(c) breadth

(d) Quantitative research

2. Attempt all parts:-

- | | | |
|------|---|---|
| 2.a. | Define the concepts of harvest and divest w.r.t PLC. (CO1, K1) | 2 |
| 2.b. | Differentiate between concept testing and test marketing. (CO2, K3) | 2 |
| 2.c. | Define brand knowledge. (CO3, K1) | 2 |
| 2.d. | Differentiate between celebrity endorsement and influencer marketing. (CO4, K3) | 2 |
| 2.e. | Define brand revitalisation. (CO5, K1) | 2 |

SECTION-B

30

3. Answer any five of the following:-

- | | | |
|------|---|---|
| 3-a. | Discuss the factors affecting the product portfolio. (CO1, K2) | 6 |
| 3-b. | Discuss the product classification of an FMCG Company. (CO1, K2) | 6 |
| 3-c. | Explain roll out and mass marketing in commercialisation. (CO2, K2) | 6 |
| 3-d. | Discuss the various internal and external sources of new product ideas available to a company. (CO2, K2) | 6 |
| 3.e. | Describe how Keller's Brand Equity Model highlight the connection between a brand and a consumer. (CO3, K4) | 6 |
| 3.f. | Discuss the points to be kept in mind when deciding on celebrity endorsements. (CO4, K2) | 6 |
| 3.g. | Does Brand repositioning always work? Comment. (CO5, K4) | 6 |

SECTION-C

50

4. Answer any one of the following:-

- | | | |
|------|--|----|
| 4-a. | Evaluate the product portfolio of Tata automobiles. (CO1, K5) | 10 |
| 4-b. | Highlight the ways how Maruti deals with products in the saturation stage. (CO1, K2) | 10 |

5. Answer any one of the following:-

- | | | |
|------|--|----|
| 5-a. | Discuss how ITC is using product leverage growth for its FMCGs. (CO2, K2) | 10 |
| 5-b. | As a product manager, you have received about five new product ideas in your processed Foods division. What are the processes that can be used to screen these ideas and select the best one? Which process would you like to use? Give reasons. (CO2, K3) | 10 |

6. Answer any one 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. | Evaluate the brand challenges and opportunities for any brand of electric vehicles India. (CO3, K5) | 10 |

7. Answer any one of the following:-

- 7-a. Analyse how Google been able to leverage its brand name. (CO4, K4) 10
- 7-b. Analyse how Patanjali has created brand awareness in the market. (CO4, K4) 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. (CO5, K2) 10
- 8-b. Pick a brand and assemble a digital brand asset inventory for it by consulting various social media platforms. (CO5, K3) 10

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