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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 (2024- 2025)

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**

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1. Attempt all parts:-

- 1-a. In which stage do businesses use strategies like product improvements or pricing adjustments to maintain market share? (CO1,K1) 1
- (a) Introduction
- (b) Growth
- (c) Maturity
- (d) Decline
- 1-b. Which stage is characterized by declining sales due to market saturation and technological advances? (CO1,K4) 1
- (a) Introduction
- (b) Growth
- (c) Maturity
- (d) Decline
- 1-c. What is the key goal of Product Testing? (CO2,K3) 1
- (a) Testing pricing strategies
- (b) Ensuring product quality
- (c) Reducing product costs
- (d) Testing advertising impact
- 1-d. What is the main focus of New Product Development (NPD)? (CO2,K4) 1
- (a) Idea Generation

- (b) Product Testing
 - (c) Business Analysis
 - (d) All of the above
- 1-e. What is the first step in the brand management process (CO3,K4) 1
- (a) Research and Analysis
 - (b) Brand Positioning
 - (c) Implementation
 - (d) Monitoring and Evaluation
- 1-f. What does SWOT stand for in market research (CO3,K4) 1
- (a) Strengths, Weaknesses, Options, Threats
 - (b) Strengths, Weaknesses, Opportunities, Threats
 - (c) Simple Weaknesses of Teams
 - (d) Systematic Weaknesses of Teams
- 1-g. What does brand awareness measure? (CO4,K3) 1
- (a) Quality of customer service
 - (b) Brand's profit margin
 - (c) Ease with which consumers recognize a brand
 - (d) Production efficiency
- 1-h. What are the two important aspects of brand awareness? (CO4,K3) 1
- (a) Quality and Price
 - (b) Recognition and Recall
 - (c) Packaging and Design
 - (d) Loyalty and Advocacy
- 1-i. What is the benefit of celebrity endorsement? (CO5,K2) 1
- (a) Builds trust
 - (b) Increases production cost
 - (c) Reduces awareness
 - (d) All of the above
- 1-j. What is Brand Leveraging? (CO5,K3) 1
- (a) Introducing new products using brand equity
 - (b) Changing product names
 - (c) Reducing brand value
 - (d) None of the above
2. Attempt all parts:-
- 2.a. Explain the growth stage of a product. (CO1,K4) 2
- 2.b. Define Design Thinking in product development (CO2,K5) 2
- 2.c. Explain the role of brand positioning in market differentiation. (CO3,K5) 2

- 2.d. List the primary components of brand equity. (CO4,K3) 2
- 2.e. What is the difference between brand leveraging and brand extension (CO5,K3) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Describe the impact of the maturity stage on a company's strategy. (CO1,K3) 6
- 3-b. Evaluate methods for managing a product portfolio effectively. (CO1,K4) 6
- 3-c. Explain the NPD process with examples from the Tata Nano case study. (CO2,K4) 6
- 3-d. Describe how product testing is essential for new product development with the example of Thums Up. (CO2,K4) 6
- 3.e. List and explain the challenges in brand management. (CO3,K2) 6
- 3.f. List and describe the elements of brand awareness. (CO4,K5) 6
- 3.g. Explain how Tata Tea used celebrity endorsement to enhance its "Jaago Re" campaign (CO5,K3) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Discuss the role of customer feedback in product management. (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. How did Flipkart revolutionize the e-commerce space in India? Discuss its innovative strategies for growth and disruption in the market. (CO2,K4) 10
- 5-b. Discuss the importance of product testing in ensuring customer satisfaction and product success. Use Coca-Cola's Thums Up as a case study. (CO2,K4) 10

6. Answer any one of the following:-

- 6-a. Explain the role of brand positioning and its key elements in market strategy. (CO3,K4) 10
- 6-b. Discuss the contribution of branding to consumer trust and loyalty. (CO3,K5) 10

7. Answer any one of the following:-

- 7-a. Define and elaborate on the concept of brand equity with reference to its components. (CO4,K4) 10
- 7-b. Discuss the features of the Aaker's Brand Equity Model and its relevance in today's market. (CO4,K5) 10

8. Answer any one of the following:-

- 8-a. Explain the concept of brand leveraging with multiple examples from Amul's successful brand extensions (CO5,K3) 10
- 8-b. Discuss the risks and benefits of brand extension, using Bajaj Auto's Pulsar as a case study for both premium and commuter segments (CO5,K3) 10