

Printed Page:- 03

Subject Code:- AMBAMK0312

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2023 - 2024)

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. This level consists of the physical good or delivered service that provides the expected benefit. (CO1) 1
- (a) Core Product Level.
 - (b) Embodied Product Level.
 - (c) Augmented Product Level.
 - (d) Intangible Product Level.
- 1-b. These are non-durable goods or services, often bought with little pre-purchase thought or consideration: (CO1) 1
- (a) Impulse products.
 - (b) Manufacturer products.
 - (c) Convenience products.
 - (d) Luxury products.
- 1-c. New-product development starts with _____. (CO2) 1
- (a) idea screening
 - (b) idea generation
 - (c) concept development and testing
 - (d) marketing strategy development
- 1-d. All of the following are accurate descriptions of new product ideas, except (CO2) 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-e. A brand based organization provides which of the following benefits: (CO3) 1
- (a) Clarity of role
- (b) Commitment to brand growth
- (c) A collective responsibility
- (d) All of the given options
- 1-f. 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-g. _____ are short phrases that communicate descriptive or persuasive information about a brand. (CO4) 1
- (a) Punch lines
- (b) Tag lines
- (c) Messages
- (d) Slogans
- 1-h. Brand awareness consists of brand recognition and brand _____. (CO4) 1
- (a) Growth
- (b) Recall
- (c) Presence
- (d) Identity
- 1-i. The series of procedure in which customer is focused , helps to access brand's health and (CO5) 1
- (a) Brand Audit
- (b) Brand Tracking
- (c) Brand Valuation
- (d) Brand Evaluation
- 1-j. It is an approach of selling goods and services in which a prospect explicitly agrees in advance to receive marketing information. (CO5) 1
- (a) Green Marketing
- (b) Cause Marketing

- (c) Relationship Marketing
- (d) Permission Marketing

2. Attempt all parts:-

- 2.a. Give two points of difference between products and services. (CO1) 2
- 2.b. Give any two methods of commercialising a product. (CO2) 2
- 2.c. Define a brand name. (CO3) 2
- 2.d. Suggest any two methods for enhancement of brand awareness. (CO4) 2
- 2.e. Define brand value chain. (CO5) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Discuss the classifications and types of products. (CO1) 6
- 3-b. Explain the concept of product management along with its importance. (CO1) 6
- 3-c. Discuss the need for a new product. (CO2) 6
- 3-d. Write a detailed note on the process of launch of new product. (CO2) 6
- 3.e. Discuss the major components of Brand equity. (CO3) 6
- 3.f. Differentiate brand awareness and brand image. (CO4) 6
- 3.g. Discuss the implications of the brand value chain. (CO5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Explain the different product levels giving suitable examples. (CO1) 10
- 4-b. Describe the explicit and implicit characteristics of product. (CO1) 10

5. Answer any one of the following:-

- 5-a. Elaborate the need for new products in the market. (CO2) 10
- 5-b. Discuss the organisation for product management. (CO2) 10

6. Answer any one of the following:-

- 6-a. Discuss the various challenges and opportunities faced by a brand. (CO3) 10
- 6-b. Explain the methods which help in growing and sustaining brand equity. (CO3) 10

7. Answer any one of the following:-

- 7-a. Explain the term brand awareness and how does it benefit the marketers in building customer based brand equity. (CO4) 10
- 7-b. Describe the factors to be considered for brand positioning giving suitable examples. (CO4) 10

8. Answer any one of the following:-

- 8-a. Explain the different types of brand architecture. (CO5) 10
- 8-b. Describe the different levels of brand architecture. (CO5) 10