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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: VIII - THEORY EXAMINATION (2025 - 2026)

Subject: Product & Brand Management

Time: 2.5 Hours

Max. Marks: 60

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

15

1. Attempt all parts:-

- | | | |
|-------|---|---|
| (1.1) | Product mix 'width' refers to: (CO1, K1) | 1 |
| | (a) Number of variants in one product line | |
| | (b) Total number of items in the mix | |
| | (c) Number of different product lines a company offers | |
| | (d) The length of each product line | |
| (1.2) | Time to market refers to: (CO2, K1) | 1 |
| | (a) Production time | |
| | (b) Time taken to launch product | |
| | (c) Delivery time | |
| | (d) Testing duration | |
| (1.3) | The base (first level) of Keller's brand equity pyramid is: (CO3, K1) | 1 |
| | (a) Brand resonance | |
| | (b) Brand judgements | |
| | (c) Brand salience | |
| | (d) Brand imagery | |
| (1.4) | Intel Inside is an example of which type of co-branding? (CO4, K1) | 1 |
| | (a) Joint venture branding | |
| | (b) Composite co-branding | |
| | (c) Ingredient branding | |
| | (d) Alliance branding | |
| (1.5) | Brand tracking studies are conducted to: (CO5, K2) | 1 |

- (a) Launch new products
- (b) Monitor brand health metrics over time to detect changes
- (c) Set product prices
- (d) Manage distribution

2. Attempt all parts:-

- (2.1) List any four key responsibilities of a product manager. (CO1, K1) 2
- (2.2) What is test marketing? Give one advantage and disadvantage each. (CO2, K1) 2
- (2.3) Explain 'brand awareness' as a component of Aaker's model. (CO3, K2) 2
- (2.4) Distinguish between ATL and BTL communication with two examples each. (CO4, K4) 2
- (2.5) Explain two strategies for brand revitalisation with real-world examples. (CO5, K5) 2

SECTION-B

15

3. Answer any three of the following:-

- (3.1) How can a company extend the life of a product during the maturity stage? Examine strategies and give examples. (CO1, K4) 5
- (3.2) Jio disrupted the Indian telecom market in 2016. Map the PLC stages of Jio's service offering and List the marketing strategies used at each stage. (CO2, K4) 5
- (3.3) Analyse how incorrect buyer personas can lead to new product failure. Give examples. (CO3, K4) 5
- (3.4) Amazon India has used all four Ansoff strategies at different points. Assess Amazon India's journey and map each major strategic move to the appropriate Ansoff quadrant. (CO4, K5) 5
- (3.5) Analyse the brand equity of Amul using all five dimensions of Aaker's brand equity model. (CO5, K4) 5

SECTION-C

30

4. Answer any one of the following:-

- (4.1) Design an IMC strategy for a new D2C (direct-to-consumer) skincare brand targeting Gen Z consumers in India. Justify the choice of channels and content approach. (CO1, K6) 6
- (4.2) Develop a brand-building strategy for an Indian D2C furniture brand competing with IKEA. Define its brand identity, positioning, and multi-channel communication approach. (CO1, K6) 6

5. Answer any one of the following:-

- (5.1) A legacy FMCG brand scores high on Esteem and Knowledge but low on Differentiation. Using BAV insights, design a brand repositioning strategy. (CO2, K6) 6
- (5.2) Identify various strategies for brand revitalisation. Apply the most relevant strategy to a declining Indian brand of your choice. (CO2, K3) 6

6. Answer any one of the following:-

- (6.1) Discuss 'brand dilution' in the context of brand extension and how can companies prevent it. (CO3, K2) 6
- (6.2) What is personal branding in the digital age? Interpret how can professionals build a 6

strong personal brand on LinkedIn. (CO3, K3)

7. Answer any one of the following:-

(7.1) Tata has extended its brand into airlines, retail, automobiles, and technology. Evaluate the success of Tata's brand extensions. (CO4, K5) 6

(7.2) Kodak dominated global photography but failed to revitalise itself in the digital era. Analyse Kodak's failure, draw brand management lessons, and recommend what they should have done differently. (CO4, K4) 6

8. Answer any one of the following:-

(8.1) Assess the positioning strategy of Tanishq (Tata Jewellery) in the Indian market. Evaluate how it differentiated itself from unbranded jewellers and other branded competitors. (CO5, K5) 6

(8.2) List the advantages of cobranding giving suitable examples. (CO5, K1) 6

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