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

MBA IEV

SEM: II - THEORY EXAMINATION (2025 - 2026)

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:-

- (1.1) Actual product refers to _____. (CO1, K1) 1
- (a) Features
 - (b) Delay
 - (c) Loss
 - (d) None
- (1.2) Product hierarchy includes _____. (CO1, K1) 1
- (a) Need family
 - (b) Product class
 - (c) Item
 - (d) All
- (1.3) Time to market refers to_____ (CO2, K1) 1
- (a) Speed of launch
 - (b) Delay
 - (c) Loss
 - (d) None
- (1.4) Growth stage strategy includes_____ (CO2, K1) 1
- (a) Delay
 - (b) Expansion
 - (c) Loss
 - (d) None
- (1.5) SMEs branding helps in_____. (CO3, K1) 1

- (a) Delay
(b) Growth
(c) Loss
(d) None
- (1.6) Brand marketing programs include____. (CO3, K1) 1
(a) Delay
(b) Loss
(c) Promotion
(d) None
- (1.7) Advertising is part of____. (CO4, K1) 1
(a) Delay
(b) Loss
(c) Cost
(d) IMC
- (1.8) Public relations builds____. (CO4, K1) 1
(a) Delay
(b) Reputation
(c) Loss
(d) None
- (1.9) Brand failure occurs due to____. (CO5, K1) 1
(a) Delay
(b) Loss
(c) Poor strategy
(d) None
- (1.10) Brand loyalty affects____. (CO5, K1) 1
(a) Retention
(b) Delay
(c) Loss
(d) None

2. Attempt all parts:-

- (2.1) Define Product portfolio. (CO1, K1) 2
- (2.2) Explain the Maturity Stage of the Product Life Cycle with Suitable Examples. (CO2, K2) 2
- (2.3) Discuss the Major Challenges Faced in Branding. (CO3, K2) 2
- (2.4) Define Brand identity. Explain its Key Elements. (CO4, K1) 2
- (2.5) Define Brand sustainability and write 3 advantages.(CO5, K1) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Analyze the innovation in product management. (CO1, K4) 6
- (3.2) Discuss the strategic product decisions. (CO1, K2) 6

Answer any one of the following:-

- (3.3) Analyze the Factors Contributing to Product Success in the Market. (CO2, K4) 6
- (3.4) Discuss future trends in product development. (CO2, K2) 6

Answer any one of the following:-

- (3.5) Analyze the Importance of Brand Differentiation in a Competitive Market. (CO3, K4) 6
- (3.6) Analyze the Different Brand Extension Strategies with Suitable Examples. (CO3, K4) 6

Answer any one of the following:-

- (3.7) Evaluate the Strategies Used to Improve Brand Recall among Consumers. (CO4, K4) 6
- (3.8) Critically Examine the Strategies Used to Build Brand Loyalty. (CO4, K5) 6

Answer any one of the following:-

- (3.9) Explain the Role of Social Media Marketing in Modern Business. (CO5, K2) 6
- (3.10) Evaluate the Impact of Digital Branding on Consumer Behavior and Business Growth. (CO5, K4) 6

SECTION-C 50

4. Answer any one of the following:-

- (4.1) Evaluate the strategic implications of stars, cash cows, question marks, and dogs in the BCG matrix. (CO1, K5) 10
- (4.2) Analyze the role of innovation and customer orientation in product management. (CO1, K4) 10

5. Answer any one of the following:-

- (5.1) Discuss strategies associated with extending the product life cycle. (CO2, K2) 10
- (5.2) Analyze a case related to successful or failed new product development. (CO2, K4) 10

6. Answer any one of the following:-

- (6.1) Analyze Aaker's Brand Equity Model with suitable business examples. (CO3, K4) 10
- (6.2) Discuss the relationship between brand image and customer perception. (CO3, K2) 10

7. Answer any one of the following:-

- (7.1) Examine the role of digital media in implementing brand marketing programs. (CO4, K4) 10
- (7.2) Analyze the role of emotional branding in developing customer loyalty. (CO4, K4) 10

8. Answer any one of the following:-

- (8.1) Discuss limitations and risks associated with brand extension strategies. (CO5, K2) 10
- (8.2) Analyze the relationship between brand architecture and market positioning. (CO5, K4) 10