

Q.22 How advertising acts as an important component of promotion.

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#### Section-D

**Note:** Long answer questions. Attempt any two questions out of three Questions. (2x8=16)

Q.23 How does the development of a new product take place. Explain all the steps.

Time : 3 Hrs.

M.M. : 60

Q.24 How brand management has evolved over a period of time. Discuss in detail.

Q.25 Explain in detail the decision making process of a consumer.

#### SECTION-A

**Note:** Multiple choice Questions. All Questions are compulsory. (6x1=6)

Q.1 Which of these describes brand equity?

- a) The cost of making a product
- b) The number of products sold
- c) The total value of a brand in the minds of consumers.
- d) The legal ownership of a brand

Q.2 What is a product?

- a) A services only
- b) Anything offered to meet customer needs
- c) A free item given with purchases
- d) Only something found in a store

Q.3 Brand differentiation is important because it :

- a) Makes a brand cheaper than others
- b) Makes a brand stand out from competitors
- c) Reduces product quality
- d) Allows only certain customers to buy it

- Q.4 What is new Product Development?
- Creating new products to meet consumer needs
  - Making small changes to old products
  - Stopping the production of old products
  - Selling old products in a new market
- Q.5 Consumer behaviour is the study of:
- How consumers react to product price changes
  - How consumers make decisions and act when buying
  - The income level of consumers
  - Consumer shopping hours
- Q.6 What does brand identity refer to ?
- The price of brand
  - The unique elements that make a brand recognizable
  - The company's management style
  - The colors used in the brand's logo

### Section-B

**Note: Objective/Completion type questions. All questions are compulsory.**  $(6 \times 1 = 6)$

- Q.7 Brand equity is the value that customers feel a brand has. (True/False)
- Q.8 Brand identity is what the company wants people to remember about their brand. (True/False)

- Q.9 A product is only a physical item, not a service. (True/False)
- Q.10 Consumer behaviour studies why people choose certain products. (True/False)
- Q.11 New Product Development means creating completely new products for the market. (True/False)
- Q.12 Brand differentiation in importance to make a brand similar to its competitors. (True/False)

### Section-C

**Note: Short answer type Questions. Attempt any eight questions out of ten Questions.  $(8 \times 4 = 32)$**

- Q.13 Discuss any 2 new trends in brand management.
- Q.14 Explain 4 innovation strategies in detail.
- Q.15 Define 2 brand differentiation strategies in detail.
- Q.16 Write a short note on product management.
- Q.17 What are the various steps involved in establishing a brand equity.
- Q.18 How targeting is done in a market?
- Q.19 Explain 4 factors effecting a consumer behaviour.
- Q.20 Explain the term brand equity.
- Q.21 Why it is important to manage product lifecycle.