

- Q.25 What do you understand by brand personality. Explain in detail.
 - Q.26 What is mark-up pricing? Explain in detail.
 - Q.27 Explain the main objectives of pricing.
 - Q.28 Explain the advantages of branding.
 - Q.29 What do you understand by consumer perception? Explain.
 - Q.30 What do you understand by product positioning? Explain.
 - Q.31 What do you understand by product line? Explain.
 - Q.32 Write a short note on characteristics of a good brand.
 - Q.33 What do you understand by brand identity? Explain in detail.
 - Q.34 Write a detailed note on brand hierarchy levels.
 - Q.35 What do you understand by brand positioning? Explain in detail.

SECTION-D

Note: Long answer questions. Attempt any two questions out of three Questions. (2x10=20)

- Q.36 Define product pricing. Explain different product pricing strategies in detail.
 - Q.37 What do you understand by new product? Explain in the process of new product development.
 - Q.38 What do you understand by brand portfolio? How to go about creating a brand portfolio.

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Sub. Product & Brand Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice Questions. All Questions are compulsory. (10x1=10)

- Q.1 Which one of the following is a market segmentation variable?

 - a) Psychographic variables
 - b) Psychological variables
 - c) Psychiatric variables
 - d) All the above

Q.2 Following is a product pricing methods

 - a) Going rate
 - b) Make up
 - c) Both A & B
 - d) None of the above

Q.3 ___ refers to the information a consumer has stored in their memory about a product or service.

 - a) Cognitive dissonance
 - b) Product knowledge
 - c) Product research
 - d) Marketing research

Q.4 Which of the following is not the basic four Ps of marketing?

 - a) Promotion
 - b) Price
 - c) Programme
 - d) Place

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 In PLC the letter C stands for cycle. (True/False)

Q.12 Under performance on expectations regarding product quality and service quality does not impact customer satisfaction. (True/False)

Q.13 Sustainability is one of the characteristics of a good segment. (True/False)

Q.14 Brand knowledge refers to brand awareness. (True/False)

Q.15 In STP the letter “P” stands for promotion. (True/False)

Q.16 Product mix includes product line. (True/False)

Q.17 Growth is not a stage of PLC. (True/False)

Q.18 Perceived value is product pricing method. (True/False)

Q.19 Brand awareness consists of brand recognition an brand recall. (True/False)

Q.20 The strategic brand management process starts with understanding what the brand represents and how it is positioned with respect to its competitors. (True/False)

SECTION-C

Note: Short answer type Questions. Attempt any twelve questions out of fifteen Questions. (12x5=60)

- Q.21 Write a note on disadvantage of brand extension.

Q.22 Write a detail note on brand positioning.

Q.23 Write a note on growth stage of PLC.

Q.24 What do you understand by product line width? Explain in detail.