

SECTION-D

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

- Q.23 What do you mean by brand equity? Explain in detail the impact of brand equity on product pricing.
- Q.24 What do you mean by new product? Explain in the process of new product development.
- Q.25 What do you understand by pricing strategy? Write a detail note on strategies for managing price change.

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Roll No.

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4th Sem / DBM (Marketing)

Subject : Product and Price Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- Q.1 Bundle pricing is.
- a) Providing a bundle of benefits for one price
 - b) Packaging a group of products together.
 - c) Providing multiple products as a package deal at a discounted price.
 - d) None of the above
- Q.2 What is penetration pricing?
- a) Setting an initially-high price which falls as competitors enter the market.
 - b) Setting a high price which consumers perceive as indicating high quality.
 - c) Setting a low price to serve the large number of consumers.
 - d) None of the above.

- Q.3 A differentiated product may be unique in the marketplace, but it will only be successful under which of the following circumstances?
- If it satisfies customer's needs.
 - If the price differential is minimal
 - If the brand can be classed as aspirational
 - Differentiated products will always be successful
- Q.4 There are how many levels of products?
- Five
 - Three
 - Four
 - Six
- Q.5 Which one of the following is at the heart of brand characteristics?
- Identity
 - Value
 - Image
 - None of the above
- Q.6 Branding strategy is also called:
- Brand Architecture
 - Branding rate
 - Brand earning
 - Brand responsive

SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 Brand which is an extension of main brand is called sub brand. (True/False)
- Q.8 Product concept is detailed version of the idea stated in meaningful consumer terms. (True/False)

- Q.9 A change in product positioning can only result in upward change in pricing. (True/False)
- Q.10 A good product positioning may not be believable to the customers. (True/False)
- Q.11 Test before launching a new product is known test marketing. (True/False)
- Q.12 Brand assets include reputation, relevance and loyalty. (True/False)

SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 Write a detail note on level of product.
- Q.14 Write a brief note on main determinants of pricing.
- Q.15 What do you understand by pricing decisions? Explain in detail.
- Q.16 Explain product portfolio management in details.
- Q.17 Write a detail note on consumer behavior.
- Q.18 Write down the importance of brand positioning.
- Q.19 Write a detail note on pricing tactics.
- Q.20 What do you understand by product management? Explain in detail.
- Q.21 Write a detail note on price decision making new product launch.
- Q.22 What do you understand by brand development? Explain in details.