

- Q.15 What actions are required in product life cycle management.
- Q.16 Elucidate 4 different ways of product innovation .
- Q.17 How branding acts as an important component of promotion ?
- Q.18 write a short note on brand management.
- Q.19 Explain various basis of market segmentation.
- Q.20 What are the various step involved in establishing a brand image.
- Q.21 Discuss 2 market research techniques in detail.
- Q.22 Define 2 brand positioning strategies in detail.

#### **SECTION-D**

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)
- Q.23 How to get a product differentiated in the market. Suggest 2 strategies with examples.
- Q.24 Explain the upcoming trends in product management.
- Q.25 How competitive analysis of a product is done. Suggest it's various strategies in detail.

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**5th Sem. / Business Management (Retail)**

**Subject : Product and brand management**

Time : 3 Hrs.

M.M. : 60

#### **SECTION-A**

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

- Q.1 What is the main goal of brand management ?
- a) To reduce Product prices
  - b) To create a strong, positive image of the brand
  - c) To limit product availability
  - d) To make products more expensive
- Q.2 What are the stages in the Product Life Cycle ?
- a) Production, Delivery, Sales, and profit
  - b) Introduction ,Growth, Maturity, and Decline
  - c) Start, Middle, End
  - d) Creation ,Marketing, Sales, and Profit

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Q.3 Market segmentation means:

- a) Dividing a market into different customer groups
- b) Making a single product for everyone
- c) Increasing the price of a product
- d) Selling products in only one place

Q.4 Advertising is mainly used to :

- a) Increase the product price
- b) Inform and attract customers to a product
- c) Create a new brand logo
- d) Limit product availability

Q.5 Innovation Strategy focuses on :

- a) Cutting costs of production
- b) Introducing new and unique ideas
- c) Increasing product price
- d) Reducing marketing costs

Q.6 Brand image is:

- a) The company's official logo
- b) How customers view and feel about the brand
- c) The design of the product
- d) The brand's website

## SECTION-B

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

- Q.7 Innovation strategy involves making a product cheaper than competitors.(True/False)
- Q.8 Brand management is about building a strong image for a brand.(True/False)
- Q.9 Brand image is about how customers actually see the brand.(True/False)
- Q.10 Market segmentation helps a company reach specific groups of customers. (True/False)
- Q.11 In the Product Life Cycle, “Growth” comes after “Maturity”.(True/False)
- Q.12 Advertising is only about selling a product ; it does not inform customers .(True/False)

## SECTION-C

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

- Q.13 Explain 2 measures to ensure brand equity for a product.
- Q.14 Discuss any 2 new trends in product management.