

- Q.24 Explain the significance of market research in product planning.
- Q.25 Describe the concept of market segmentation and provide an example of how a company might use it.
- Q.26 What factors should a company consider when developing a product strategy?
- Q.27 What elements are involved in creating a brand, beyond just a logo and name?
- Q.28 What is brand extension and how can it benefit a company's existing brand?
- Q.29 Differentiate between product and brand?
- Q.30 Explain the concept of brand identity and why it is important for brand consistency.
- Q.31 What factors influence a brand's image in the minds of consumers?
- Q.32 How can a brand exhibit a specific personality, and why is this important in marketing?
- Q.33 Define brand portfolio and provide an example of a company's portfolio.
- Q.34 Explain the concept of brand hierarchy and its relevance in managing multiple products or services.
- Q.35 Define brand positioning and why is it crucial for a company's marketing strategy?

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Explain the concept of product levels in detail, outlining the core product, actual product, and augmented product.
- Q.37 Discuss the significance of brand positioning in the context of market segmentation. Furthermore, elaborate on the steps involved in creating a brand, including the development of brand identity, image and personality.
- Q.38 Explain the differences between patents and trademarks, emphasizing their roles in protecting intellectual property for businesses.

No. of Printed Pages : 4

Roll No.

186743M/126743M/

073424/106753M

4th Sem / Branch : DBM, DBM (IPM)

Sub.: Product & Brand Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 What is the core product in the context of product levels?
- The tangible features and specifications
 - The basic benefits or service the customer is buying
 - The additional features and customization
 - The packaging and branding elements
- Q.2 What is a product mix strategy primarily concerned with?
- Managing product life cycles
 - Determining the pricing strategy for individual products
 - Balancing and diversifying the product portfolio
 - Deciding promotional activities for specific product
- Q.3 In which stage of the product life cycle is a product likely to face intense competition?
- Introduction
 - Growth
 - Maturity
 - Decline
- Q.4 Which of the following best defines product line length?
- The total number of products in a specific category
 - The depth of product features and specifications
 - The range of product variations offered within a category
 - The number of product categories a company offers
- Q.5 What is market segmentation primarily used for in marketing?
- To identify potential customers and tailor marketing strategies

(00) (4) 186743M/126743M/
073424/106753M

(1) 186743M/126743M/
073424/106753M

- b) to increase the price of products and services
 - c) To reduce competition among businesses
 - d) To standardize marketing messages for all consumers
- Q.6 Which of the following is a key component of product planning and market strategy?
- a) Focusing on a broad, undifferentiated market
 - b) Offering a one size fits all product
 - c) Conducting market research to understand customer needs
 - d) Ignoring competitors products and strategies
- Q.7 What pricing strategy involves setting the price of a product just below a whole number?
- a) Premium Pricing b) Odd Pricing
 - c) Cost Plus Pricing d) Penetration pricing
- Q.8 Which of the following is an example of post purchase services?
- a) Providing detailed product information on the website
 - b) Offering a hassle free return and refund policy
 - c) Displaying attractive product packaging
 - d) Advertising discounts and promotions
- Q.9 What does brand management primarily focus on in the context of marketing?
- a) Creating the physical design of products
 - b) Managing the financial aspects of the business
 - c) Building and maintaining a positive brand image
 - d) Selecting distribution channels for products
- Q.10 IN brand management, what does “Brand personality” refer to?
- a) The physical appearance of the brand logo
 - b) The emotional and human like traits associated with a brand
 - c) The manufacturing process of the products
 - d) The geographical location of the brand’s headquarters

(2) 186743M/126743M/
073424/106753M

SECTION-B

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

- Q.11 Product levels include the core product, the actual product, and augmented product, representing different aspects of the offering. (True/False)
- Q.12 The decline stage of the product life cycle is characterized by increasing sales and market share (True/False)
- Q.13 Product mix refers to the total range of products offered by a company. (True/False)
- Q.14 Product planning involves only the initial stages of product development and does not extend to product improvements or modifications. (True/False)
- Q.15 Market segmentation is the process of dividing the market into smaller, distinct groups based on similar needs, characteristics, or behaviours. (True/False)
- Q.16 Penetration pricing strategy involves setting a high initial price for a new product to maximize profits. (True/False)
- Q.17 Creating a brand involves only designing a visually appealing logo and packaging for the product. (True/False)
- Q.18 Brand extension refers to the strategy of launching a new product under an existing brand name. (True/False)
- Q.19 Patents protect inventions, while trademarks protect symbols, names and slogans used to identify goods or services. (True/False)
- Q.20 Brand identify is how the brand owner wants the consumer to perceive the brand. (True/False)

SECTION-C

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

- Q.21 What are the three levels of a product and briefly explain each level?
- Q.22 Define the stages of the product life cycle and provide an example for each stage.
- Q.23 What does a product mix consist of, and why is it important for a company.

(3) 186743M/126743M/
073424/106753M