

- Q.25 Explain the importance of Branding.
 - Q.26 Write different objective of Pricing.
 - Q.27 Explain cost based pricing method.
 - Q.28 Explain the advantages after sale services.
 - Q.29 Explain the objective of product planning.
 - Q.30 Explain the component of marketing strategy.
 - Q.31 How do you identify consumer perception?
 - Q.32 Explain the benefit of presale services.
 - Q.33 Why is product differentiation important?
 - Q.34 Explain the disadvantages of brand extension.
 - Q.35 Can product life cycle be extended? Explain.

SECTION-D

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

- Q.36 What are the factors influencing pricing? Explain the pricing procedure.

Q.37 What do you understand by 'family branding' and 'individual branding'? What factors are responsible for using family or individual branding?

Q.38 What is product development? What are its scope and principles?

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Subject:- Product and Brand Management

Time : 3Hrs. M.M. : 100

M.M. : 100

SECTION-A

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

- Q.1 What does the Term PIC stands for?

 - a) Product life cycle
 - b) Production life cycle
 - c) Produce life cycle
 - d) None of these

Q.2 Which of the following is not part of the new product development process

 - a) Test marketing
 - b) profit taking
 - c) Creating Idea
 - d) None of these

Q.3 The pricing objective are _____

 - a) Maximum current profit
 - b) Survival
 - c) Product quality relationship
 - d) All of the above

Q.4 A marketer set the price of a product or service in a _____ step Procedure

 - a) 4
 - b) 5
 - c) 6
 - d) 10

Q.5 Both brand association and brand personally are a part of

- a) Brand assemble b) brand range
 c) brand relationship d) None of these
- Q.6** The following preliminary stage of production planning
 a) Scheduling
 b) Product development and sign
 c) New product development
 d) None of these
- Q.7** The ultimate objective of the product is _____
 a) To provide a new look
 b) utilizing existing manpower
 c) to monopolize
 d) All of the above
- Q.8** How many brand building guidelines are there
 a) 5 b) 6
 c) 8 d) 10
- Q.9** Which one is not a part of the 4 p's
 a) Product b) People
 c) Price d) Place
- Q.10** It is a ultimate achievement need of branding
 a) Brand relationship b) Brand association
 c) Brand element d) None of these
- Q.12 Brand position can be based on the point of leverage, which may not necessarily be in the core identity. True/False
 Q.13 A clearly defined segment must react to changes in any of the elements of the marketing mix. True/False
 Q.14 New buy is a situation when a new buyer purchases for the first time. True/False
 Q.15 Creating a brand is the ultimate aim of a marketing endeavor. True/False
 Q.16 All product items in a product mix follow a standard marketing strategy. True/False
 Q.17 Tastes and preferences of consumers in different nations are beginning to coverage on some global norms. True/False
 Q.18 Individual branding is the set of all the brand lines that a multi-product firm offers to the market. True/False
 Q.19 Market segmentation facilitates the proper choice of the target market. True/False
 Q.20 Pricing objective provide basic for formulation pricing policies, pricing strategy and setting actual prices. True/False

SECTION-B

Note: Objective type questions. All questions are compulsory. $(10 \times 1 = 10)$

Q.11 A brand name should reflects directly or indirectly some aspects of the product, like benefits and functions. True/False

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Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. $(12 \times 5 = 60)$

- Q.21 Discuss the importance of a product mix.
 Q.22 Explain the types of product line.
 Q.23 Write various types of market segmentation.
 Q.24 Write the utility product life cycle.

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