

- Q.24 How does brand identity contribute to brand recognition? Provide examples.
- Q.25 Discuss the advantages and potential risks associated with brand extension.
- Q.26 Explain the main differences between patents and trademarks.
- Q.27 Define brand hierarchy and how it helps companies to manage multiple brands effectively.
- Q.28 What are the key stages involved in product planning.
- Q.29 Provide examples of brands with strong personalities.
- Q.30 Explain how brand positioning influences consumer perceptions and purchasing decisions.
- Q.31 How does market segmentation influence the development of a company's product mix?
- Q.32 Discuss how understanding product levels can aid in successful brand extension strategies.
- Q.33 Explain how brand identity elements contribute to shaping a brand's personality.
- Q.34 Describe how patents encourage innovation in product development.
- Q.35 How can effective brand positioning create a competitive advantage for a company.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Explain the impact of intellectual property protection on innovation, market expansion, and brand reputation.
- Q.37 Describe the process of brand development, including the creation of brand identity, personality, and image.
- Q.38 Explain the relationship between a company's product mix and its market segmentation strategy.

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4th Sem / DBM, DBM (IPM) Subject:- Product and Brand Management

Time : 3Hrs. M.M. : 100

SECTION-A

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

- Q.1 What does the "augmented product" represent in the product levels framework?
 a) Basic features and specifications
 b) Additional services and benefits
 c) Core functionality
 d) Packaging design
- Q.2 What is product mix?
 a) Total revenue generated by a product
 b) Range of products offered by a company
 c) Manufacturing cost of a product
 d) Number of units sold in a specific period
- Q.3 What is the primary purpose of market segmentation?
 a) Increase product price
 b) Reduce competition
 c) Identify and target specific customer groups
 d) Standardize marketing messages
- Q.4 What does brand identity encompass?
 a) Emotional traits associated with a brand.
 b) Pricing strategy of the brand
 c) Market share of the brand
 d) Visual elements representing a brand

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- Q.5** In branding, what does "brand personality" refer to?
- Human-like traits associated with a brand
 - Physical appearance of the brand logo
 - Market reputation of the brand
 - Brand's financial performance
- Q.6** What is brand extension in marketing?
- Introducing a new product under an existing brand name
 - Rebranding an existing product
 - Terminating a product line
 - Changing the product's packaging
- Q.7** What does a trademark protect?
- Inventions and innovations
 - Symbols, names, and slogans
 - Product manufacturing process
 - Market research data
- Q.8** What is brand positioning in marketing strategy?
- Setting a high initial product price
 - Identifying target customer groups
 - Creating a unique image and perception in consumers' minds
 - Increasing the number of product features
- Q.9** What does product planning involve?
- Only initial stages of product development
 - Managing financial aspects of a product
 - Designing the product logo
 - Continuous improvement and modifications of a product
- Q.10** What does brand hierarchy refer to in marketing?
- Ranking brands based on sales revenue
 - Organizing brands based on market share
 - Structuring brands within a company's portfolio
 - Grouping brands alphabetically

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SECTION-B

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

- Q.11** The augmented product includes additional services or benefits. (True/False)
- Q.12** Product mix refers to the variety of products a company offers. (True/False)
- Q.13** Market segmentation involves dividing the market into smaller, distinct groups based on similar characteristics. (True/False)
- Q.14** Brand identity includes visual elements such as logos and packaging. (True/False)
- Q.15** Brand extension refers to launching a new product using an existing brand name. (True/False)
- Q.16** Trademarks protect symbols, names, and slogans used to identify goods or services. (True/False)
- Q.17** Brand hierarchy does not involve structuring brands within a company's portfolio. (True/False)
- Q.18** Product planning includes continuous improvement and modification. (True/False)
- Q.19** Brand personality refers to the packaging associated with a brand. (True/False)
- Q.20** Brand positioning does not involve creating a unique image and perception in consumers' minds relative to competitors. (True/False)

SECTION-C

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

- Q.21** Explain the concept of the core product in short.
- Q.22** Describe why having a diverse product mix is important for a company's overall strategy.
- Q.23** What is market segmentation and explain their significance.

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