

- Q.23 Evolve the steps in a brand-building for an old fashion cafe chain.
 Q.24 Discuss the different methods of estimating market and Sales potential.
 Q.25 Depending on stages of product life cycle explain the strategies for each stage.
 Q.26 Describe different factors affecting designing of the product with suitable examples.
 Q.27 What are product development and changes affecting product management.
 Q.28 What are the tools to communicate with your target audience?
 Q.29 What do you feel is the potential for brand management?
 Q.30 What are the components of brand positioning?
 Q.31 Differentiate Between Brand Extension and line Extension? Can these Both Happen at once? Give an Example.
 Q.32 Assume you are a brand, describe your strengths and weaknesses?
 Q.33 What do you understand with product life cycle?
 Q.34 Explain Product planning.
 Q.35 Write a short note on Product pricing strategies.

SECTION-D

- Note:** Long Answer type question. Attempt any two questions out of three questions. (2x10=20)
- Q.36 A leading hair oil company plans to enter into the antiseptic skin cream business in competition with the market leader Boroline. Discuss the positioning and Brand building strategies that the company can use.
 Q.37 Comment on a Product Strategy of anyone company each from FMCG & Automobile sector.
 Q.38 For any successful brand, brand equity plays a dominant role. Explain the techniques of measuring brand equity.

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Branch : DBM, (IPM)
Subject : Product & Brand Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 _____ is a mode of direct marketing owes to well-structured communications in the form of catalogs.
 a) Telemarketing b) Sales promotion
 c) Advertising d) Publicity
- Q.2 _____ let's you to have a clear picture of the number of customers or usage of your brand in comparison with competition.
 a) Market share b) Brand share
 c) Product share d) Customer share
- Q.3 _____ let's you to have your loyal customer's lifetime worth in terms of your brand's purchasing.
 a) Lifetime value of a customer
 b) Lifetime value of a brand
 c) Lifetime value of a company
 d) Lifetime value of a market
- Q.4 A brand based organization provides which of the following benefits?
 a) Clarity of role
 b) Commitment to brand growth
 c) A collective responsibility
 d) All of the given options
- Q.5 An effective advertising campaign:
 a) Revolves around a strong single idea
 b) Should appeal to self-interest of customer
 c) Must not wander off
 d) All of the given options

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- Q.6 Delivery services offered by restaurants and other food chains in our market on phone calls are examples of:
 a) Sales promotion b) Direct marketing
 c) Publicity d) Personal selling
- Q.7 If a company introducing a new brand under the source brand or endorsing brand strategy to gain the benefits of brand power, you again are in a position to charge a _____.
 a) Premium price b) Skimming price
 c) Market based price d) Retail price
- Q.8 The process of establishing and maintaining a distinctive place in the market for an organization or its specific product offers is known as
 a) Profiling b) Profiling Segmentation
 c) Segmentation d) Positioning
- Q.9 To have value a brand must offer which one of the following?
 a) A simple product range with a defined set of features
 b) A complex product range with a defined set of features.
 C) Consistency, a reduced level of perceived risk for the buyer, and a range of functional and emotional attributes which are of value to buyers.
 d) An identity through which the customer can trace the party responsible for supplying the product.
- Q.10 _____ are about organizations seeking gaps in broad market segments or finding gaps in competitors' product ranges
 a) Market niche strategies
 b) Differentiation
 c) Cost leadership
 d) Focus Strategies

SECTION-B

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

- Q.11 The product line stretching in which company serves middle market, to enter in low priced product as well as high priced product line is called.
- Q.12 The product line stretches in which a Company wants to enter into new high end market to seek higher margins and more growth opportunities is called.
- Q.13 The product line stretching in which a company wants to introduce the low priced product line to seek strong growth opportunities are classified as.
- Q.14 The technique according to which the Company can lengthen product line beyond the current carrying range of products is classified as.
- Q.15 The technique for product line length in which Company wants to add more product items in the present range is classified as.
- Q.16 The new product development process consists of detailed steps and number of steps are.
- Q.17 The new product development stage in which the concept is tested whether idea has strong appeal is called.
- Q.18 The computer giant Dell have an idea storming website used to ask customers for improvement suggestions is an example of.
- Q.19 _____ are short phrases that communicate descriptive or persuasive information.
- Q.20 _____ are musical messages written around a brand.

SECTION-C

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

- Q.21 Write short note on Sales Forecasting.
- Q.22 What do you understand with Celebrity endorsement?

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