

- Q.25 What do you understand by brand personality. Explain in detail.
- Q.26 What is mark-up pricing? Explain in detail.
- Q.27 Explain the main objectives of pricing.
- Q.28 Explain the advantages of branding.
- Q.29 What do you understand by consumer perception? Explain.
- Q.30 What do you understand by product positioning? Explain.
- Q.31 What do you understand by product line? Explain.
- Q.32 Write a short note on characteristics of a good brand.
- Q.33 What do you understand by brand identity? Explain in detail.
- Q.34 Write a detailed note on brand hierarchy levels.
- Q.35 What do you understand by brand positioning? Explain in detail.

SECTION-D

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

- Q.36 Define product pricing. Explain different product pricing strategies in detail.
- Q.37 What do you understand by new product? Explain in the process of new product development.
- Q.38 What do you understand by brand portfolio? How to go about creating a brand portfolio.

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4th Sem.

Branch : DBM, DBM (IPM)
Sub. Product & Brand Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Which one of the following is a market segmentation variable?
- Psychographic variables
 - Psychological variables
 - Psychiatric variables
 - All the above
- Q.2 Following is a product pricing methods
- Going rate
 - Make up
 - Both A & B
 - None of the above
- Q.3 ____ refers to the information a consumer has stored in their memory about a product or service.
- Cognitive dissonance
 - Product knowledge
 - Product research
 - Marketing research
- Q.4 Which of the following is not the basic four Ps of marketing?
- Promotion
 - Price
 - Programme
 - Place

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