

### SECTION-D

**Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 What do you mean by brand equity? Explain in detail the impact of brand equity on product pricing.
- Q.24 What do you mean by new product? Explain in the process of new product development.
- Q.25 What do you understand by pricing strategy? Write a detail note on strategies for managing price change.

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### 4th Sem / DBM (Marketing)

### Subject : Product and Price Management

Time : 3 Hrs.

M.M. : 60

### SECTION-A

**Note:** Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 Bundle pricing is.
- a) Providing a bundle of benefits for one price
  - b) Packaging a group of products together.
  - c) Providing multiple products as a package deal at a discounted price.
  - d) None of the above
- Q.2 What is penetration pricing?
- a) Setting an initially-high price which falls as competitors enter the market.
  - b) Setting a high price which consumers perceive as indicating high quality.
  - c) Setting a low price to serve the large number of consumers.
  - d) None of the above.

- Q.3 A differentiated product may be unique in the marketplace, but it will only be successful under which of the following circumstances?
- a) If it satisfies customer's needs.
  - b) If the price differential is minimal
  - c) If the brand can be classed as aspirational
  - d) Differentiated products will always be successful

Q.4 There are how many levels of products?

- a) Five                                      b) Three
- c) Four                                      d) Six

Q.5 Which one of the following is at the heart of brand characteristics?

- a) Identity                                      b) Value
- c) Image                                      d) None of the above

Q.6 Branding strategy is also called:

- a) Brand Architecture      b) Branding rate
- c) Brand earning              d) Brand responsive

#### **SECTION-B**

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Brand which is an extension of main brand is called sub brand. (True/False)

Q.8 Product concept is detailed version of the idea stated in meaningful consumer terms. (True/False)

Q.9 A change in product positioning can only result in upward change in pricing. (True/False)

Q.10 A good product positioning may not be believable to the customers. ( True/False )

Q.11 Test before launching a new product is known test marketing. (True/False)

Q.12 Brand assets include reputation, relevance and loyalty. (True/False )

#### **SECTION-C**

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 Write a detail note on level of product.

Q.14 Write a brief note on main determinants of pricing.

Q.15 What do you understand by pricing decisions? Explain in detail.

Q.16 Explain product portfolio management in details.

Q.17 Write a detail note on consumer behavior.

Q.18 Write down the importance of brand positioning.

Q.19 Write a detail note on pricing tactics.

Q.20 What do you understand by product management? Explain in detail.

Q.21 Write a detail note on price decision making new product launch.

Q.22 What do you understand by brand development? Explain in details.