

- Q.24 Explain the significance of market research in product planning.
  - Q.25 Describe the concept of market segmentation and provide an example of how a company might use it.
  - Q.26 What factors should a company consider when developing a product strategy?
  - Q.27 What elements are involved in creating a brand, beyond just a logo and name?
  - Q.28 What is brand extension and how can it benefit a company's existing brand?
  - Q.29 Differentiate between product and brand?
  - Q.30 Explain the concept of brand identity and why it is important for brand consistency.
  - Q.31 What factors influence a brand's image in the minds of consumers?
  - Q.32 How can a brand exhibit a specific personality, and why is this important in marketing?
  - Q.33 Define brand portfolio and provide an example of a company's portfolio.
  - Q.34 Explain the concept of brand hierarchy and its relevance in managing multiple products or services.
  - Q.35 Define brand positioning and why is it crucial for a company's marketing strategy?

## **SECTION-D**

**Note:** Long answer type questions. Attempt any two questions out of three questions.  $(2 \times 10 = 20)$

- Q.36 Explain the concept of product levels in detail, outlining the core product, actual product, and augmented product.

Q.37 Discuss the significance of brand positioning in the context of market segmentation. Furthermore, elaborate on the steps involved in creating a brand, including the development of brand identity, image and personality.

Q.38 Explain the differences between patents and trademarks, emphasizing their roles in protecting intellectual property for businesses.

No. of Printed Pages : 4

Roll No. ..... 073424/106753M

## **4th Sem / Branch : DBM, DBM (IPM) Sub.: Product & Brand Management**

Time : 3Hrs.

M.M. : 100

## **SECTION-A**

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

- Q.1 What is the core product in the context of product levels?

  - a) The tangible features and specifications
  - b) The basic benefits or service the customer is buying
  - c) The additional features and customization
  - d) The packaging and branding elements

Q.2 What is a product mix strategy primarily concerned with?

  - a) Managing product life cycles
  - b) Determining the pricing strategy for individual products
  - c) Balancing and diversifying the product portfolio
  - d) Deciding promotional activities for specific products

Q.3 In which stage of the product life cycle is a product likely to face intense competition?

  - a) Introduction
  - b) Growth
  - c) Maturity
  - d) Decline

Q.4 Which of the following best defines product line length?

  - a) The total number of products in a specific category
  - b) The depth of product features and specifications
  - c) The range of product variations offered within a category
  - d) The number of product categories a company offers

Q.5 What is market segmentation primarily used for in marketing?

  - a) To identify potential customers and tailor marketing strategies

(00)

(4)

186743M/126743M/  
073424/106753M

(1)

186743M/126743M/  
073424/106753M

- Q.6**
- b) to increase the price of products and services
  - c) To reduce competition among businesses
  - d) To standardize marketing messages for all consumers
- Which of the following is a key component of product planning and market strategy?
- a) Focusing on a broad, undifferentiated market
  - b) Offering a one size fits all product
  - c) Conducting market research to understand customer needs
  - d) Ignoring competitors products and strategies
- Q.7**
- What pricing strategy involves setting the price of a product just below a whole number?
- a) Premium Pricing      b) Odd Pricing
  - c) Cost Plus Pricing      d) Penetration pricing
- Q.8**
- Which of the following is an example of post purchase services?
- a) Providing detailed product information on the website
  - b) Offering a hassle free return and refund policy
  - c) Displaying attractive product packaging
  - d) Advertising discounts and promotions
- Q.9**
- What does brand management primarily focus on in the context of marketing?
- a) Creating the physical design of products
  - b) Managing the financial aspects of the business
  - c) Building and maintaining a positive brand image
  - d) Selecting distribution channels for products
- Q.10**
- IN brand management, what does “Brand personality” refer to?
- a) The physical appearance of the brand logo
  - b) The emotional and human like traits associated with a brand
  - c) The manufacturing process of the products
  - d) The geographical location of the brand’s headquarters

(2)            186743M/126743M/  
                  073424/106753M

**SECTION-B**

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

- Q.11 Product levels include the core product, the actual product, and augmented product, representing different aspects of the offering. (True/False)
- Q.12 The decline stage of the product life cycle is characterized by increasing sales and market share (True/False)
- Q.13 Product mix refers to the total range of products offered by a company. (True/False)
- Q.14 Product planning involves only the initial stages of product development and does not extend to product improvements or modifications. (True/False)
- Q.15 Market segmentation is the process of dividing the market into smaller, distinct groups based on similar needs, characteristics, or behaviours. (True/False)
- Q.16 Penetration pricing strategy involves setting a high initial price for a new product to maximize profits. (True/False)
- Q.17 Creating a brand involves only designing a visually appealing logo and packaging for the product. (True/False)
- Q.18 Brand extension refers to the strategy of launching a new product under an existing brand name. (True/False)
- Q.19 Patents protect inventions, while trademarks protect symbols, names and slogans used to identify goods or services. (True/False)
- Q.20 Brand identify is how the brand owner wants the consumer to perceive the brand. (True/False)

**SECTION-C**

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

- Q.21 What are the three levels of a product and briefly explain each level?
- Q.22 Define the stages of the product life cycle and provide an example for each stage.
- Q.23 What does a product mix consist of, and why is it important for a company.

(3)            186743M/126743M/  
                  073424/106753M