

- Q.25 Explain the importance of Branding.
- Q.26 Write different objective of Pricing.
- Q.27 Explain cost based pricing method.
- Q.28 Explain the advantages after sale services.
- Q.29 Explain the objective of product planning.
- Q.30 Explain the component of marketing strategy.
- Q.31 How do you identify consumer perception?
- Q.32 Explain the benefit of presale services.
- Q.33 Why is product differentiation important?
- Q.34 Explain the disadvantages of brand extension.
- Q.35 Can product life cycle be extended? Explain.

#### SECTION-D

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

- Q.36 What are the factor influencing pricing? Explain the pricing procedure.
- Q.37 What do you understand by 'family branding' and 'individual branding'? What factors are responsible for using family or individual branding?
- Q.38 What is product development? What are its scope and principles?

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**4th Sem / Branch : 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 Term PIC stands for?
  - a) Product life cycle      b) Production life cycle
  - c) Produce life cycle      d) None of these
- Q.2 Which of the following is not part of the new product development process
  - a) Test marketing      b) profit taking
  - c) Creating Idea      d) None of these
- Q.3 The pricing objective are \_\_\_\_\_
  - a) Maximum current profit
  - b) Survival
  - c) Product quality relationship
  - d) All of the above
- Q.4 A marketer set the price of a product or service in a \_\_\_\_\_ step Procedure
  - a) 4      b) 5
  - c) 6      d) 10
- Q.5 Both brand association and brand personally are a part of \_\_\_\_\_

- a) Brand assemble      b) brand range  
c) brand relationship      d) None of these
- Q.6 The following preliminary stage of production planning  
a) Scheduling  
b) Product development and sign  
c) New product development  
d) None of these
- Q.7 The ultimate objective of the product is \_\_\_\_\_  
a) To provide a new look  
b) utilizing existing manpower  
c) to monopolize  
d) All of the above
- Q.8 How many brand building guidelines are there  
a) 5                              b) 6  
c) 8                              d) 10
- Q.9 Which one is not a part of the 4 p's  
a) Product                      b) People  
c) Price                          d) Place
- Q.10 It is a ultimate achievement need of branding  
a) Brand relationship      b) Brand association  
c) Brand element          d) None of these

### SECTION-B

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

- Q.11 A brand name should reflects directly or indirectly some aspects of the product, like benefits and functions. True/False

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- Q.12 Brand position can be based on the point of leverage, which may not necessarily be in the core identity. True/False
- Q.13 A clearly defined segment must react to changes in any of the elements of the marketing mix. True/False
- Q.14 New buy is a situation when a new buyer purchases for the first time. True/False
- Q.15 Creating a brand is the ultimate aim of a marketing endeavor. True/False
- Q.16 All product items in a product mix follow a standard marketing strategy. True/False
- Q.17 Tastes and preferences of consumers in different nations are beginning to coverage on some global norms. True/False
- Q.18 Individual branding is the set of all the brand lines that a multi-product firm offers to the market. True/False
- Q.19 Market segmentation facilitates the proper choice of the target market. True/False
- Q.20 Pricing objective provide basic for formulation pricing policies, pricing strategy and setting actual prices. True/False

### SECTION-C

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

- Q.21 Discuss the importance of a product mix.
- Q.22 Explain the types of product line.
- Q.23 Write various types of market segmentation.
- Q.24 Write the utility product life cycle.

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