

- Q.27 Write a detail note on different components of product planning.

Q.28 Discuss the factors influencing pricing decisions.

Q.29 What do you mean by product pricing strategy? Explain in brief.

Q.30 What do you understand by brand positioning? Explain in detail.

Q.31 What are the characteristics of a good brand name? Explain in brief.

Q.32 How does one go about creating brand image? Explain in detail.

Q.33 Explain in detail the concept of trade mark.

Q.34 Write a detail note on after sales service.

Q.35 Write a note on advantages of brand extension.

Section-D

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

- Q.36 Define brand. Explain brand hierarchy levels in detail.

Q.37 What do you understand by brand name? Explain various approaches to brand name creation.

Q.38 What do you understand by product? Write a detail note on product differentiation.

No. of Printed Pages : 4
Roll No.

186743-M/126743-M/
73424/106753-M

Sem. 4 Branch : DBM, DBM (IPM)
Subject : Product & Brand Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Setting a low price to penetrate in large number of consumers is known as.

 - Skimming price
 - Mark-up price
 - Psychological price
 - Penetration price

Q.2 A price set on the basis of what is going in the market is called.

 - Mark-up
 - Breakeven
 - Margin
 - Going rate

Q.3 _____ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?

 - Customer loyalty
 - Company loyalty
 - Brand loyalty
 - None of the above

Q.4 Market survey is done to help in

 - Deciding pricing strategies
 - Deciding product strategies
 - Deciding marketing strategies
 - All of these

- Q.5 Which of the following gives you a clear picture of the number of customers or usage of your brand in comparison with competition.
- Product share
 - Brand share
 - Market share
 - Customer share
- Q.6 Targeting a homogenous group of customers is known as.
- Target Market
 - Market Segmenting
 - Market Positioning
 - None of the above
- Q.7 _____ is a way of describing audience based on factors such as age, gender, education level, class income etc.
- Psychographic
 - Demographic
 - Both A & B
 - None of the above
- Q.8 Which of the following word indicate the process of taking the product close to the place of consumption?
- Place
 - Public
 - Programme
 - None of the above
- Q.9 Non utterable part of brand is known as.
- Brand image
 - Brand value
 - Brand mark
 - None of the above
- Q.10 Which of the following is not a level of product.
- Core product
 - Tangible product
 - Food product
 - All of the above

Section-B

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

- Q.11 In PLC the letter 'L' stands for life. (True/False)

- Q.12 Customer satisfaction means customer is less unhappy with the product. (True/False)
- Q.13 Expectations regarding product quality, service quality, and value-based price is known as perceived product. (True/False)
- Q.14 Measurability is one of the characteristics of a good segment. (True/False)
- Q.15 In STP the letter 'T' stands for test. (True/False)
- Q.16 Product line is a part of product mix. (True/False)
- Q.17 Death is not a stage of PLC. (True/False)
- Q.18 Brand element is also known as brand identity.
- Q.19 Customer's personal opinion about a brand is also known as brand judgement. (True/False)
- Q.20 Mark up is product pricing method. (True/False)

Section-C

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

- Q.21 Explain different stages of product life cycle in brief.
- Q.22 What are various levels of product? Explain.
- Q.23 Explain the advantages of branding.
- Q.24 What do you understand by product planning? Explain.
- Q.25 What do you understand by product positioning? Explain.
- Q.26 Discuss in brief the process of new product development.