



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 6th Semester Examination, 2021

ASPACOR13T-ADVERTISMENT AND SALES PROMOTION (CC13)

PRODUCT AND BRAND MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

GROUP-A

Answer any *five* questions from the following

2×5 = 10

1. What are speciality goods?
2. On what basis can products be differentiated?
3. Define product planning.
4. What is product life cycle?
5. What do you understand by a new product?
6. Mention any two precautions to be taken during Product Launch.
7. What are the benefits of product market segmentation?
8. Define Positioning.
9. What is Test Marketing?
10. Define brand value.
11. What is brand image?
12. Write some advantages and disadvantages of Brand.
13. What is Brand awareness?
14. Define co-branding.
15. Explain any two methods of Brand Promotion.
16. Mention any two advantages of Labelling.

GROUP-B

Answer any *four* questions from the following

5×4 = 20

17. What are the factors that affect Product Management Decisions?
18. What role does consumer analysis play in designing product strategy?
19. What are the similarities and differences between “product-focused organization” and “market-focused organization”?
20. Explain the product differentiation strategies.
21. What are the challenges in new product development?
22. Elaborate the different components of the product marketing plan.
23. Discuss the examples the different Product Pricing strategies.
24. Write short notes on:
 - (a) Brand extension
 - (b) Concept of Brand equity.
25. Write short notes on:
 - (a) Brand Image
 - (b) Co-branding.
26. What are the steps involved in ‘Brand Building’?
27. What is a brand endorsement? Briefly explain.
28. Briefly discuss the concept of Brand Repositioning.

GROUP-C

Answer any *two* questions from the following

10×2 = 20

29. Explain the process of New Product Development.
30. Discuss the factors that have an influence on product design. Give suitable examples.
31. Elaborate on the Qualitative and Quantitative methods of forecasting product sales.
32. “Customer Analysis and Competitor Analysis is necessary for Developing Product Strategy”. Comment.

33. Depending on stages of product life cycle explain the strategies for each stage.
34. Explain with examples, the process of building brands.
35. What are the types of Brand Extensions? Discuss the advantages and disadvantages of Brand Extension.
36. What do you understand by Brand Equity? Explain various methods of calculating Brand Equity.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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