

MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
PRODUCT AND BRAND MANAGEMENT
MBA – 305A

**SET
C**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. The Aaker model suggests that companies withcan use their visibility in a community to attract more customers, which can increase their revenue.
 - a. Brand flexibility
 - b. Brand awareness
 - c. Brand Similarity
 - d. None of the above
2. Aacker has derived a simple framework, which features the key components comprising brand equity: brand awareness,, perceived quality, brand loyalty, and other proprietary assets.
 - a. Brand reputation
 - b. Brand Association
 - c. Perceived brand values
 - d. None of the Above
3. Advertising is part of sales promotion by creating awareness and comprehension that form a level of _____.
 - a. Customer pull
 - b. Customer push
 - c. Customer loyal
 - d. Customer image
4. is a process of taking a product or service from conception to market.
 - a. Promotion
 - b. Branding
 - c. Advertising
 - d. New Product Development
5. You are in to development of new methods and technique of advertising to create categorically top of the mind awareness; which of the "P" of Marketing mix shall you deal with,
 - a. Process
 - b. Price
 - c. Product
 - d. Promotion
6. "Brands are direct consequence of the strategy of and
 - a. Market segmentation & product differentiation
 - b. Cost & Reach
 - c. Customer preference & Loyalty
 - d. Advertising

7. Brand identity is followed by _____, which is a reflection of what marketers planned to send to the public.
 - a. Brand personality
 - b. Brand value
 - c. Brand image
 - d. Advertising
8. The study of branding has traditionally been dominated by an emphasis on _____, the focus of which is on the unique features associated with a particular item of a firm's product portfolio
 - a. Customer Brands
 - b. Organizational Brand
 - c. Product Brands
 - d. None of the Above
9. If a company has a product line of potato chips that includes five flavors and three bag sizes, the _____ for the line is 15
 - a. Product Width
 - b. Product Extension
 - c. Product Depth
 - d. None of the above
10. _____ is when a company uses one of its established brand names on a new product or new product category.
 - a. Branding
 - b. Brand Closure
 - c. Brand Variation
 - d. Brand extension
11. Red Bull is known for its Energy Drinks one liner advertisement "It gives you wings". They are predominantly a
 - a. Manufacturer and Distributor
 - b. Retailer
 - c. Packer and Distributor
 - d. Marketing Agency
12. _____ is a way of describing audience based on factors such as age, gender, education level, town class, ethnicity etc...
 - a. Socio-Economic
 - b. Psychographic
 - c. Geographic
 - d. Demographic
13. _____ is a way of describing audience based on the their life style, attitudes, aspirations, habits etc.
 - a. Socio-Economic
 - b. Psychographic
 - c. Demographics
 - d. Info graphic
14. The role of branding and brand management is primarily to create _____ and preference in the minds of customers.
 - a. Product Style
 - b. Product Differentiation
 - c. Product impression
 - d. None of the Above
15. You are redesigning packaging scheme for a product to suite the customer needs, wants and demands by layering it with rugged outer layer and to resist in-transit damage. Which of the "P" in marketing mix are you dealing with?
 - a. Promotion
 - b. Price
 - c. Product
 - d. Physical evidence

16. Corporate branding enables firms to use the and of the whole organization explicitly as part of its uniqueness
- a. Vision, Culture
 - b. Style, Profile
 - c. Logo , Trademark
 - d. None of the above
17. _____ are musical messages written around a brand.
- a. Logos
 - b. Jingles
 - c. Symbols
 - d. Tag lines
18. After idea generation has occurred in the new-product development process, the next stage is most likely to be
- a. Ideation
 - b. Idea Screening.
 - c. Concept Development and Testing
 - d. Test Marketing
19. _____ defines what the brand thinks about the consumer, as per the consumer.
- a. Brand relationship
 - b. Brand attitude
 - c. Brand Loyalty
 - d. Brand Leader
20. Looking at the sales history of similar products and surveying market opinion are tools used at which stage in the new-product development process?
- a. Brand attitude
 - b. Brand positioning
 - c. Brand relationship
 - d. Brand manage

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. "A personal care products manufacturer and company ventures into offering antiseptic cream manufacturing and marketing' . Discuss the positioning and Brand building strategies that the company can use. 10
2. What is a Product? Discuss in detail the Total Product Concept with its layers citing relevant examples for each layer. 3+7=10
3. What do you understand by Brand Equity? Discuss the Aakar's Brand Equity Model. 3+7=10
4. Brand is built in the minds of people. Do you agree? Explain this in context to "Nestle" or "ITC". 10
5. Write Short notes on: (*any two*) 5×2=10
 - a) Co-Branding,
 - b) Warranty vs Guarantee,
 - c) Brand extension,
 - d) Brand Positioning,
 - e) Product Life Cycle
6. Discuss the Core functions of brand. What are the major Types of brand? 5+5=10
7. Discuss the stages of new product development alongside defining product repositioning. How do you define niche marketing? 7+3=10
8. Developing a brand is much more difficult than developing a product. Comment on the statement. Differentiate between corporate branding and product branding. 5+5=10

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