

MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
PRODUCT AND BRAND MANAGEMENT
MBA – 305 A
[USE OMR FOR OBJECTIVE PART]

SET B

Duration: 3 hrs.

Full Marks: 70

Time: 20 min.

Marks: 20
$$1 \times 20 = 20$$

Choose the correct answer from the following:

1. The process of establishing and maintaining a distinctive place in the market for an organization or its specific product offers is known as _____.
a. Profiling
b. Profiling Segmentation
c. Segmentation
d. Positioning
2. _____ are musical messages written around a brand.
a. Logos
b. Jingles
c. Symbols
d. Tag lines
3. 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
4. _____ defines what the brand thinks about the consumer, as per the consumer.
a. Brand relationship
b. Brand attitude
c. Brand Loyalty
d. Brand Leader
5. 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
6. 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
7. _____ 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

8. _____ 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
9. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.
 - a. Organizational Behavior
 - b. Product Differentiation
 - c. Consumer Behavior
 - d. Consumer attitude
10. 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
11. A product is anything that can be to a market to satisfy a want or need.
 - a. Designed
 - b. Offered
 - c. Produced
 - d. None of the above
12. ----- are products that are purchased by businesses for use in production or for resale.
 - a. Consumer goods
 - b. Industrial Goods
 - c. Complimentary Goods
 - d. None of the above
13. Right branding increases _____ of the product, which should be more than that of the generic product.
 - a. Profit
 - b. Value
 - c. Market share
 - d. Consumer revolt
14. ----- is the process of creating a perception of a product in the minds of consumers.
 - a. Branding
 - b. Product positioning
 - c. Advertising
 - d. All of the given options
15. _____ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?
 - a. Company loyalty
 - b. Brand Loyalty
 - c. Customer Loyalty
 - d. Product Loyalty
16. A brand based organization provides which of the following benefits?
 - a. Tangible assets
 - b. Commitment to brand growth
 - c. A collective responsibility
 - d. All of the given options

17. Which of the following is the indicator of brand strength?
- | | |
|---------------------------|-----------------------|
| a. Brand reputation | b. Patents and rights |
| c. Perceived brand values | d. Growth rate |
18. ----- is the process of changing the perception of a product in the minds of consumers.
- | | |
|------------------|-----------------|
| a. Re-marketing | b. Rebranding |
| c. Repositioning | d. Rejuvenation |
19. Brand assets include:
- | | |
|---------------------|--------------------|
| a. Customer loyalty | b. Brand loyalty |
| c. Product loyalty | d. Company loyalty |
20. ----- is a group of products that are closely related
- | | |
|---------------------|----------------------|
| a. Cluster Products | b. Niche Products |
| c. A product family | d. None of the Above |

(Descriptive)

Time: 2 hr. 40 mins.

Marks: 50

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

- 1.
- 'A newly established startup in Guwahati is aiming to revolutionize the automobile repair and driver services industry by providing affordable and convenient solutions to customers. Recognizing the growing demand for such services in the city, the company is developing a mobile application to connect customers with qualified mechanics and drivers.
- The application development is in progress, and the company is actively seeking consultation from business schools to ensure the app's success. The primary focus is on designing an intuitive and user-friendly interface that effectively showcases the available services.
- i) Who would be the prime users of the App?
 - ii) What should be their basis of Segmentation, Targeting & Positioning?
 - iii) How can the startup effectively differentiate its app from competitors in the Guwahati market and attract a significant customer base?
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. Describe a Product Life Cycle and its different stages with suitable and relatable example. 2+8=10
4. Maggie, a popular instant noodle brand, has faced several controversies and product recalls in recent years, impacting its brand reputation. How could Maggie effectively rebuild its brand image and regain consumer trust? 2+8=10
- i) Identify the key areas on which Nestle Maggie emphasized to regain customer trust.
 - ii) Highlight the evolution of the brand from a 2 minute snack to a healthy snack.
5. Write Short notes on: 2.5*4=10
- a) Brand positioning
 - b) Logo
 - c) Product Differentiation
 - d) Product Line
6. Discuss the Core functions of brand. What are the major factors that effect a brand? 6+4=10
7. Throw light on the 5+5=10
- i) David Aaker Model of Brand Equity.
 - ii) Keller Model of Brand Equity.
8. Based on the case study of Nike:- 5+5=10
 Answer the following questions:
- i) How did Nike's research and development processes, particularly through the Nike Sports Research Laboratory, contribute to the innovative design of the Nike Free shoe?
 - ii) What specific consumer needs and biomechanics were addressed during this development?