



## BRAINWARE UNIVERSITY

Course –MBA

Product and Brand Management (MM404)

(Semester – 4)

**Time allotted: 3 Hours**

**Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
  - (i) A company's business model can be based on all of the fundamental factors except
    - a. High quality
    - b. Affordability
    - c. Accessibility
    - d. Low quality
  - (ii) Objectives are the desired ends and \_\_\_\_\_ is the means to achieve those ends.
    - a. Strategy
    - b. Mission
    - c. Planning
    - d. Vision
  - (iii) .....includes two aspects of a brand- its associations and its personality
    - a. Brand positioning
    - b. Brand relations
    - c. Brand attitude
    - d. Brand image
  - (iv) Lifebuoy- kills the germs you cannot see, is an example of
    - a. Emotional benefit related positioning
    - b. Functional benefit related positioning
    - c. Usage occasion related positioning
    - d. Health related positioning
  - (v) A chain of schools cannot create perceptions of good quality education to children unless its program of teaching relates to the central values of
    - a. Children
    - b. Parents
    - c. Teacher
    - d. Society

- (vi) Which one of the following is NOT the part of indirect channels?
  - a. Distributors
  - b. Retailers
  - c. Wholesalers
  - d. Telemarketing
- (vii) At the center of a brand's characteristics is the following
  - a. Identity
  - b. Image
  - c. Value
  - d. None of these
- (viii) The basic role of promotion is .....
  - a. Information
  - b. Manipulation
  - c. Communication
  - d. Interpretation
- (ix) A good brand contract:
  - a. Keeps customer perspective in view
  - b. Delivers promises made with customers
  - c. Unearths negative promises
  - d. All of the given options
- (x) Which one of the following options will be enhanced by delivering the key benefits of a brand that are important to the customers?
  - a. Positioning
  - b. Competition
  - c. Extension
  - d. Repositioning

**Group – B**

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Differentiate between product development and product marketing. 5
- 3. Brand identity is the signature that a brand acquires over time. Explain. 5
- 4. Distinguish between consumer products and industrial products. 5
- 5. Explain the relevance of test marketing and purchase lab for a new product launch. 5
- 6. a. What is product differentiation? 2
- b. Distinguish between product differentiation and market segmentation. 3

**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- |     |     |   |    |
|-----|-----|---|----|
| 7.  | (a) | Explain the classification of industrial products.                              | 6  |
|     | (b) | Elaborate the benefits of branding to the manufacturer and customers?           | 9  |
| 8.  | (a) | Explain the role and functions of a product manager.                            | 10 |
|     | (b) | Discuss with examples the steps involved in new product launch.                 | 5  |
| 9.  | (a) | Analyse the reason for attaining the various shapes in a product life cycle.    | 6  |
|     | (b) | Explain with example the differences between fad, fashion and style.            | 9  |
| 10. | (a) | Explain the role of the new product development process in an organization      | 8  |
|     | (b) | Describe the different stages of the new product development process.           | 7  |
| 11. | (a) | What is the role of advertising in brand building?                              | 4  |
|     | (b) | Can you create a brand without advertising? If yes give example of such.        | 5  |
|     | (c) | Explain the role of integrated marketing communication tools in brand building. | 6  |

-----