



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Master of Business Administration

Course Name – Product and Brand Management

Course Code – 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) Nirma detergent powder extending into salt. Which type of brand extension is applied?
 - a. Product-related extension
 - b. Image-related extensions
 - c. Unrelated extensions
 - d. None of these
 - (ii) Marketers of brands such as Coke, Nivea, Dove, and Virgin have added a host of new products under their brand umbrellas in recent years. This is an example of;
 - a. Brand extension
 - b. Brand Proliferation
 - c. Brand Rejuvenation
 - d. Brand relaunch
 - (iii) Brand architecture is a key concept under which step of brand management process?
 - a. Identify and establish positioning and values
 - b. Plan and implement brand marketing program
 - c. Measure & interpret brand performance
 - d. Grow and sustain brand equity
 - (iv) The stage of new-product development where the product and marketing programme are tested in more realistic market settings is known as;
 - a. Concept development
 - b. Concept testing
 - c. Strategy development
 - d. Test marketing
 - (v) Cinthol moving into talcs from toilet soaps. Which type of brand extension is applied?
 - a. Product-related extension
 - b. Image-related extensions
 - c. Unrelated extensions
 - d. None of these

- (vi) Brand audit is a key concept under which step of brand management process?
- Identify and establish positioning and values
 - Plan and implement brand marketing program
 - Measure & interpret brand performance
 - Grow and sustain brand equity
- (vii) An approach to developing new products in which various company departments work closely together, overlapping the steps in the product development process to save time and increase effectiveness.
- Simultaneous product development
 - Sequential product development
 - Similar product development
 - None of these
- (viii) The target market is younger, well-educated, moderate-to-high income individuals, couples or small families. The statement is relevant to which step of new product development process?
- Idea generation
 - Concept testing
 - Marketing strategy
 - Test marketing
- (ix) _____ are fashions that enter quickly, are adopted with great zeal, peak early and decline very fast. (Fill in the blank)
- Style
 - Fashion
 - Fad
 - None of these
- (x) Period of slowdown in sales growth because the product has achieved acceptance by most potential buyers in product life cycle is known as;
- Introduction
 - Growth
 - Maturity
 - Decline

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- Critically explain Brand positioning. 5
- Mention the challenges and opportunities of Branding? 5
- Draw the steps of Brand Management Process. 5
- The new-product launch cycle of consumer product firms such as Gillette may be anything from two to ten years. Analyze the statement in your own words. 5
- Explain product life cycle with an example from Indian market? 5

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

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|-----|-----|--|----|
| 7. | (a) | What is brand management process? | 5 |
| | (b) | What are the key concepts associated with each step of brand management process? | 10 |
| 8. | (a) | What is line extension? Explain with examples | 7 |
| | (b) | What are the important underlying reasons for line extensions? | 8 |
| 9. | (a) | What is the role of idea in new product development process? | 3 |
| | (b) | What are the chief sources of new product ideas applied by the companies? | 5 |
| | (c) | Differentiate between idea generation and idea screening | 4 |
| | (d) | Why idea screening has to be conducted? | 3 |
| 10. | (a) | What is the need of concept development in new product development process? | 5 |
| | (b) | Which step follows after concept development and testing in new product development process? | 5 |
| | (c) | Discuss concept testing? | 5 |
| 11. | (a) | Define product? | 2 |
| | (b) | How will you differentiate between invention and innovation? | 4 |
| | (c) | What are the risks and returns associated with new product development? | 5 |
| | (d) | Why do new products fail? | 4 |
