



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name – Product & Brand Management

Course Code – BBA505M

(Semester – 5)

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) Course of sales and profits of a product over its whole life is called
 - a. Product Life Cycle
 - b. Customer Life time Value
 - c. Product Management
 - d. Marketing Management
 - (ii) New product development stage in which concept is tested whether idea has strong appeal is called
 - a. Concept Development
 - b. Concept Testing
 - c. Material Testing
 - d. Market Screening
 - (iii) Which of the following is a truly global (i.e. standardized) product?
 - a. Coca – Cola
 - b. Big Mac
 - c. Chicken Tikka
 - d. None of these
 - (iv) What is brand equity?
 - a. The value of the brand
 - b. The shareholder’s perception of the brand
 - c. Relative brand image
 - d. The brand’s market share

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| 5. Describe the different levels of product. | 5 |
| 6. What are the types of brand extension? Discuss with example. | 5 |

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

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| 7. Briefly discuss the marketing mix strategies at various stages of PLC. | 15 |
| 8. (a) What is segmentation strategy? | 5 |
| (b) Identify and establish the brand positioning strategy of Mahindra KUV100. | 10 |
| 9. Design a product mix strategy for ITC and different components of it. | 15 |
| 10. Explain with example the process of building a brand. | 15 |
| 11. Brand is built in the mind of the consumer. Do you agree? Explain this in context to 'Asian Paints'. | 15 |
