

# **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)  $10 \times 1 = 10$ 

- 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

(v)	Sony 1	aptops have a sticker on them	, which sa	nys 'Intel inside'. This is an example	le of	
	what?					
	a.	Corporate branding	b.	Dual branding		
	c.	Multibranding	d.	Co-branding		
(vi)	Which stage of the product lifecycle do falling costs and rising revenues mark?					
	a.	Introduction Stage	b.	Growth Stage		
	c.	Maturity Stage	d.	Decline Stage		
(vii)	Management of new product development strategy includes					
	a.	customer centered development	b.	team based development		
	c.	systematic product development	d.	all of them		
(viii)	Which of the following is/are component(s) of product personality?					
	a.	The associated features	b.	The brand name and logo		
	c.	The package and label	d.	All of them		
(ix)		contributes to a product's usefulness as well as to its looks.				
	a.	Functionality	b.	Brand		
	c.	Packaging	d.	Design		
(x)	means that services cannot be seen, tasted, felt, heard, or smelled before they					
	are bought.					
	a.	Service intangibility	b.	Service inseparability		
	c.	Service heterogeneity	d.	Service perishability		
		Gr	oup – B			
		(Short Answe	er Type Q	uestions) 3 x 5	= 15	
Ansv 2.	•	aree from the following the concept of product focus of	organizatio	on.	5	
3.	Mention the primary and secondary sources of information necessary to deal with					
	the comp	petitors.			5	
4.	'Packagi	ing is often termed as fifth P of	marketin	g'. Elucidate.	5	
		_		-	_	

5.	5. Describe the different levels of product.						
6.	Wh	What are the types of brand extension? Discuss with example.					
Group – C							
		(Long Answer Type Questions) 3	x 15 = 45				
Ansv	wer ar	ny three from the following					
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					
		context to 'Asian Paints'.	15				

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