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Barasat, Kolkata -700125

Term End Examination 2025-2026
Programme – MBA-2024
Course Name – Product and Brand Management
Course Code - MBA30203A
(Semester III)

Full Marks : 60 **Time : 2:30 Hours**

[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) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Define the term product in the context of marketing.

a) A service offered online
b) Anything that can be offered to a market
c) A consumer buying behavior
d) A business operation

(ii) Describe the primary function of a product manager.

a) Hiring and recruitment
b) Leading marketing research
c) Overseeing product strategy and execution
d) Managing staff schedules

(iii) Examine the reason services are classified as perishable in nature.

a) Because they can be recycled
b) Because they are consumed and produced simultaneously
c) Because they do not require customer participation
d) Because they're imported

(iv) Identify from the following the purpose of adding new products to a company's product line.

a) To simplify operations
b) To reduce costs
c) To meet evolving customer demands
d) To reduce staff workload

(v) Explain from the following the function of brand elements.

a) They confuse customers
b) They delay market entry
c) They build recognition and emotional connections
d) They manage inventory

(vi) Explain from the following the purpose of brand management.

a) Manage supplier relations
b) Develop and maintain brand equity and perception
c) Handle taxation
d) Schedule employee training

(vii) Explain from the following the purpose of using rebranding.

a) To reduce employee count
b) To change customer perception or target a new audience

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c) To avoid taxes d) To increase shelf life

(viii) Interpret the meaning of brand loyalty in brand choice.

a) Switching brands often b) Trying new products always
c) Repeated preference for a brand d) Choosing the cheapest product

(ix) Interpret the diffusion process in branding.

a) It refers to declining sales b) It is the process by which a new idea spreads in a market
c) It reflects production quality d) It helps reduce pricing

(x) Interpret the difference between brand identity and brand image.

a) Identity is customer perception, image is brand intent b) Identity is intent, image is customer perception
c) Both are the same d) Image is internal, identity is external

(xi) A brand appoints a well-respected athlete as its ambassador. Evaluate the effectiveness of this endorsement in brand image building.

a) Improves internal branding b) Dilutes product identity
c) Enhances credibility and aspirational value d) Reduces ad frequency

(xii) A detergent brand uses humor in its ads. Analyze how this affects brand image.

a) Reduces product credibility b) Boosts negative publicity
c) Builds emotional connection d) Decreases engagement

(xiii) Analyze from the following the role of product attributes in supporting brand positioning.

a) Increases pricing challenges b) Creates emotional branding
c) Supports functional positioning d) Weakens differentiation

(xiv) A brand is available only on Instagram shops and not on other platforms. Evaluate the branding challenge from the options given below.

a) Niche targeting b) Limited reach
c) Low product quality d) Influencer dependency

(xv) A travel booking app adds a reward-based referral system. Choose the digital branding objective fulfilled here from the options given below.

a) New user acquisition b) Product bundling
c) Product repositioning d) Lead automation

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Examine the key difference between marketing & sales. (3)
3. Explain the concept of product line. (3)
4. Explain the concept of brand rejuvenation. (3)
5. Summarize your learnings on Digital Branding. (3)
6. Differentiate between brand identity & brand image. (3)

OR

Explain the role of brand strategy in influencing customer loyalty and brand choice behaviour. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Identify the key advantages of branding. (5)
8. Discuss in detail the marketing strategies that a company can follow when their product is in the 1st stage of PLC. (5)
9. Explain in detail any two brand extension strategies. (5)
10. Illustrate the process of brand communication process. (5)

11. A retail chain is planning to launch a mobile app to enhance customer engagement. Recommend five features and functionalities the app should offer to encourage customers to interact and make purchases. (5)
12. Recommend a digital branding plan for a retail firm who is aiming to migrate from offline to online. (5)

OR

A fashion retailer wants to improve customer engagement on their e-commerce website. Recommend five personalized strategies that they can incorporate to enhance the customer shopping experience. (5)

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