## BRAINWARE UNIVERSITY

### Term End Examination 2023-2024
### Programme – MBA-2022
### Course Name – Product and Brand Management
### Course Code - MM303
### ( 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)   Select the factor that is not typically a driver for adding new products to a company's portfolio:

a) Expanding into new markets
b) Increasing customer loyalty
c) Reducing production costs
d) Meeting customer demands

(ii)  Evaluate the following: XYZ Company wants to enhance its digital brand positioning. Which of the following strategies can help them achieve this?

a) Engaging in social media advertising
b) Decreasing online customer interactions
c) Ignoring online customer reviews
d) Relying solely on offline marketing efforts

(iii) Evaluate the following: GHI Company is planning to engage in e-commerce and mobile commerce. What advantage can these strategies bring?

a) Increased accessibility for customers
b) Reduced need for customer support
c) Limited product range
d) Lower operational costs

(iv)  Evaluate the following: JKL Corporation aims to succeed in digital branding. What are critical success factors they should consider?

a) Consistent brand voice and identity
b) Ignoring customer feedback
c) Minimal online presence
d) Decreased customer engagement

(v)   Analyze what strategies companies can employ to align their brand identity with their desired brand image effectively.

a) Continuously change the brand's identity to keep it fresh
b) Ignore customer feedback and focus on internal decision-making
c) Consistently communicate and reinforce the brand's values and promises across all touchpoints
d) Rely solely on external marketing agencies for branding decisions

(vi)  Identify the following:- The _____ describes a set of attributes or characteristics that buyers normally expect and agree to when they purchase a product.

a) Expected product level
b) Core benefit level
c) Augmented product level
d) Potential product level

(vii) Analyze when evaluating the success of a brand's image development, which of the following metrics or data points most crucial to assess.

a) Profit margins

b) Employee satisfaction ratings

c) Consumer perceptions, loyalty, and market share

d) CEO's personal brand

(viii) Identify the following:- A_____ can be described as anything we can offer to a market for attention, acquisition, use, or consumption that might satisfy a need or want

a) Idea

b) Product

c) Brand

d) Attribute

(ix) Identify which of the following could be labelled as a durable good?

a) Washing machine

b) T-shirt

c) Chocolate bar

d) Shampoo

(x) Interpret the term "brand awareness".

a) The level of recognition and familiarity consumers have with a brand

b) The amount of money spent on brand marketing

c) The number of products sold by a brand

d) The lifespan of a brand

(xi) Interpret the concept of "time-to-market" in the context of new product development:

a) The time it takes to develop a product prototype.

b) The time it takes to conduct market testing.

c) The time it takes to finalize the marketing strategy.

d) The time it takes to bring a product from concept to launch.

(xii) Interpret the primary goal of brand positioning.

a) To increase the price of products within a brand's portfolio

b) To keep the brand's messaging vague and ambiguous

c) To maintain a uniform brand image and message

d) To establish a unique place for the brand in the minds of consumers relative to competitors

(xiii) Select the factor that is not typically considered a reason for adding new products to a company's product line:

a) Expanding market share

b) Meeting customer demands

c) Capitalizing on economies of scale

d) Reducing employee turnover

(xiv) Explain the concept of brand loyalty.

a) A marketing strategy to attract new customers

b) The act of promoting a brand through word-of-mouth

c) The attachment and commitment of customers to a particular brand

d) The process of creating a new brand

(xv) Interpret the significance of a "SWOT analysis" in the context of new product development:

a) It evaluates the product's design.

b) It identifies potential collaboration opportunities.

c) It assesses internal strengths and weaknesses, as well as external opportunities and threats.

d) It determines production costs.

## Group-B
### (Short Answer Type Questions)

3 x 5=15

2. Explain the concept of Ansoff growth matrix. (3)

3. Examine the key difference between marketing & sales. (3)

4. Explain the concept of NPD. (3)

5. Evaluate the impact of user-generated content and online reviews on digital branding. Provide an example of a company that effectively manages this aspect. (3)

6. Explain the term "Diversification". (3)

Differentiate between brand identity & brand image. (3)

## Group-C
### (Long Answer Type Questions)
5 x 6=30

7. Illustrate the process of brand communication process. (5)
8. Explain in details the factors affecting choice of brand communication Tools. (5)
9. Construct a SWOT analysis for Ather. (5)
10. Describe in detail the five levels of the product. (5)
11. Imagine a traditional brick-and-mortar business looking to establish a strong digital brand (5) presence. Recommend five digital branding strategies that they should follow.
12. Evaluate the role of storytelling in digital branding. Provide examples of companies that (5) excel in using storytelling to connect with their audience.

**OR**

Recommend a digital branding plan for a retail firm who is aiming to migrate from offline to (5) online.

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