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Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – MBA-2018/MBA-2020/MBA-2021

Course Name – Product and Brand Management

Course Code - MM304

(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) _____ is the stage of new product development in which the product and marketing program are reportedly tested in more realistic market setting.
- a) Business analysis
b) Idea generation
c) Test marketing
d) Marketing strategy development
- (ii) Which of the following has to produce revenues, profits and net earning, whether establish through organic growth or acquisition?
- a) Brand management
b) Brand
c) Category
d) Brand equity
- (iii) What is the general term for products that have a physical form (i.e. you can touch them)? Identify from the following options.
- a) services
b) goods
c) components
d) raw materials
- (iv) A brand can be BEST interpreted as a _____.
- a) Related group of words that describe the product
b) Name, symbol, design or combination of these that identifies a seller's product
c) Copyrighted words that give the manufacturer exclusive ownership
d) Name of manufacturer of the product
- (v) Which of the following can be considered to be an example of brand element
- a) Address
b) Location
c) Name
d) Equity
- (vi) _____ reflects the development of original products, product improvement, product modifications, and new brands through the firm's own R & D efforts
- a) Idea generation
b) Test marketing
c) Concept testing
d) New product development
- (vii) Introducing a new product into the market can be defined as _____.

- a) Test Marketing
c) Experimenting
- (viii) The _____ describes the fundamental need or want that consumers satisfy by consuming the product or service>.
- a) Core benefit level
c) Expected product level.
- (ix) _____ explains how well the product or service meets customers' more functional needs.
- a) Brand identity
c) Brand performance
- (x) _____ can be expressed as customers' personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations
- a) Brand identity
c) Brand awareness
- (xi) The _____ lists additional product attributes, benefits, or related services that distinguish the product from competitors'.
- a) Augmented product level
c) Expected product level
- (xii) _____ are those trademarkable devices that serve to identify and differentiate the brand.
- a) Brand equity
c) Brand promise
- (xiii) Which of the following can not be considered to be a criteria for brand elements
- a) Memorable
c) Adaptable
- (xiv) In most _____ situations, one company licenses another company's well-known brand to use in combination with its own.
- a) Brand extension
c) Co-branding
- (xv) The strategic brand management process records following steps EXCEPT:
- a) Identifying and developing brand plans
c) Measuring and interpreting brand performance
- b) New Product development
d) Commercialization
- b) Augmented product level.
d) Potential product level.
- b) Brand equity
d) Brand legacy
- b) Brand mantras
d) Brand judgments
- b) Core benefit level
d) Potential product level
- b) Brand elements
d) Brand mark
- b) Meaningful
d) Readable
- b) Brand equity
d) Line extension
- b) Designing and implementing brand marketing programs
d) Achieving operational excellence

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Group-B
(Short Answer Type Questions)

3 x 5=15

2. Explain the benefits of internet advertising. (3)
3. Illustrate product planning. How is it different from product development? (3)
4. The failure rate of new product is high. Do you agree? Interpret (3)
5. Discuss the advantages and disadvantages of celebrity endorsement for a brand use an example (3)

6. Express the various issues involved in managing brand equity (3)

OR

As a brand manager of a leading holiday resort firm with all India operations, what brand name you would suggest for honeymoon package targeted for newly married urban couples. Write. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss the role of product manager in the fast changing marketing environment of today. (5)
8. Examine the role of the new product development process in an organization (5)
9. Classify the benefits of branding to the manufacturer and customers? (5)
10. Explain the role of communication strategy in Brand personality (5)
11. Why brand positioning is necessary? Illustrate your answer with a suitable example. (5)
12. What are the characteristics that a good brand name should possess? Based on these characteristics develop a brand name for ice-cream containing fruits and chocolate. (5)

OR

Co-branding includes strategic alliance. Is it true? Argue. (5)

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