



BRAINWARE UNIVERSITY

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

Term End Examination 2022 Programme - MBA-2018/MBA-2020/MBA-2021 Course Name - Product and Brand Management Course Code - MM304 (Semester III)

F	ull Marks : 60		Time: 2:30 Hours
	[The figure in the margin indicates full marks	s. Candidates are required to give their as far as practicable.]	answers in their own
		Group-A	
1.		c Choice Type Question) Following:	1 x 15=15
,	 i) The product is not worth the price paid. 	It matches with	
(i	a) Financial risk c) Psychological risk	b) Functional risk d) Social risk ts, product modifications, and new bra	
			neu as.
(iii	a) Concept products c) Altered products Encourage all stakeholders like customer idea manager and formally recognize the associated with stage in the	e program to reward the best new ide	eas is
	a) Idea generation c) Development	b) Idea screeningd) Evaluation	
(iv)	The American Marketing Association def symbol, or design, or a combination of the one seller or group of sellers and to diffe	hem, intended to identify the goods o	or services of
	a) Holistic product concept c) Brand image	b) Product concept d) Brand	
(v)	is considered to be one	e of the key challenges related to bra	nding.
(vi)	a) Brand Equity c) Brand image The describes a basic version of characteristics absolutely necessary for in		
	a) Augmented product level c) Expected product level	b) Core benefit level d) Generic product level	3 44 44 44

(vii)is the act of	f designing the company's offer and image so that it	
occupies a distinct and valued	d place in the target customer's minds.	
a) Brand identity	b) Brand positioning	
c) Brand marketing	d) Brand proliferation	
	fied logo (its name written in a flowing script) and is usually	
	mously curvy bottle. What do these elements combine to	
form?		
a) Brand identity	b) Brand personality	
c) Brand values	d) Brand image	
	ate descriptive or persuasive information about the brand is	
known as		
a) slogans	b) mantras	
c) jingles	d) music	
categories, the brand element	lied to introduce new products in the same or different t is said to be	
a) memorable	b) meaningful	
c) likeable	d) transferable	
(xi) A structured approach to asse	ess the sources and outcomes of brand equity and the	
manner in which marketing ac	ctivities create brand value is called	
a) The brand value chain	b) The brand portfolio	
c) The brand life cycle	d) Brand positioning	
(xii) An increasing number of retail	lers have established their own, also called	
store brands.		
 a) Unsought products 	b) Private brands	
c) Shopping products	d) Specialty products	
(xiii) Which of the following models	s focuses on how to guide integrated marketing to maximize	
competitive advantages?		
a) brand positioning model	b) brand resonance model	
c) brand value chain	d) brand delivery model	
(xiv) Which of the following is not a	a type of decision usually scheduled during the product	
development stage?	,	
a) Branding	b) prototyping	
c) Packaging	d) Product screening	
	bed as anything we can offer to a market for attention,	
acquisition, use, or consumption		rary
a) Idea	Brainwaro	Hairranett
c) Brand	USO DAIDINGEDDON	Dir Road Roross
c) Brand	d) Attribute Kolkata, West I	Rengal 700405
		Jengai-700125
	Group-B	
	(Short Answer Type Questions)	3 x 5=15
2. Differentiate between product d	levelopment and product marketing	(3)
		(5)
2 Francisco de la Constantina		
5. Examine the role of research ar	nd development department in developing a new product	t. (3)
		-y *
4. With the help of suitable exami	plos overlain the feetened to the little of the state of	
failure of a new product.	ples explain the factors that can be responsible for the	(3)
or a new product.		
5. Briefly explain the concept of pr	roduct life cycle.	151
		(3)
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	(2)
6. Express the various issues involved in managing brand equity OR	(3)
As a brand manager of a leading holiday resort firm with all India operations, what be you would suggest for honeymoon package targeted for newly married urban couples.	orand name (3) es. Write.
Group-C	
(Long Answer Type Questions)	5 x 6=30
. Appraise the different stages of the new product development process.	(5)
Explain the different types of brand extension strategies used by brand managers.	(5)
Enumerate the importance of product classification from a marketing point of view	
D. Explain the factors which pursue a company to take Brand extension.	(5)
. Differentiate between product development and product marketing	(5)
2. A leading FMCG company found out through researcher that there is huge potentions branded gram flour (Besan) market that can be exploited. On the basis of this the	al in the (5)
decided to enter the market. Judge the process of designing the positioning strate product	
OR	
UK	(5)