

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER (SPECIAL REPEAT)
PRODUCT & BRAND MANAGEMENT
MBA-305 A**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

[PART-A: Objective]

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Which of the following is not associated with product hierarchy?
 - a. Idea generation
 - b. Generic product
 - c. Basic product
 - d. Core product
2. In which of the following stage of product hierarchy, marketer thinks for attributes and condition of a product?
 - a. Core product
 - b. Expected product
 - c. Generic product
 - d. None of the above
3. A product line is a group of products that a company creates under a _____.
 - a. Single company
 - b. Single product
 - c. Single brand
 - d. None of the above
4. The complete range of products present within a company is known as _____.
 - a. Product mix
 - b. Product hierarchy
 - c. Product line
 - d. None of the above
5. Which of the following is not an objective of Pricing?
 - a. Survival
 - b. Maximise market share
 - c. Market skimming
 - d. Product positioning
6. Formal statement by manufacturer of product regarding its performance is classified as:
 - a. Guarantee
 - b. Labeling
 - c. Warranties
 - d. Packaging
7. Using successful brand names to launch a new or modified product in new category is called _____.
 - a. Multi branding
 - b. Brand Extension
 - c. Co-branding
 - d. Line extension
8. Marketing system in which two or more companies join together at one level to seek new marketing opportunity is known as _____.
 - a. Vertical marketing system
 - b. Static marketing system
 - c. Flexible marketing system
 - d. Horizontal marketing system
9. Niche marketing helps more in _____.
 - a. Smaller firms
 - b. Business giants
 - c. Larger firms
 - d. Retail store
10. Elements of brand include:
 - a. Name
 - b. Colour
 - c. Movement
 - d. All of these

11. Legal and intangible entity of a company is the:
- a. Brand mark
 - b. Brand image
 - c. Trade mark
 - d. None of these
12. Family branding is also known as:
- a. Multi branding
 - b. Umbrella branding
 - c. Individual branding
 - d. None of these
13. A picture of what a company is trying to achieve with their brand is known as:
- a. Brand image
 - b. Brand vision
 - c. Brand positioning
 - d. Brand extension
14. Set of human characteristics associated with a brand is termed as:
- a. Celebrity branding
 - b. Brand personality
 - c. Brand ambassador
 - d. All of these
15. Attempting to change the identity of competing products, relative to the identity of your own product, in the collective minds of the target market is termed as:
- a. Repositioning
 - b. Under positioning
 - c. Positioning
 - d. De positioning
16. When customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior is known as
- a. Loyalty
 - b. Brand loyalty
 - c. Competitive advantage
 - d. None of these
17. Brand equity means financial value and:
- a. Physiological value of a brand
 - b. Functional value of the brand
 - c. Psychological value of the brand
 - d. Profitability of the brand
18. Brand inventory (supply side) of brand audit involves:
- a. Favorability
 - b. Awareness
 - c. Brand elements
 - d. Both b and c
19. The process that involves adding value to an existing brand by improving product attributes and enhancing its overall appeal is known as:
- a. Positioning
 - b. Brand re-launch
 - c. Brand rejuvenation
 - d. None of these
20. Brand development can be achieved through:
- a. Merger
 - b. Acquisition
 - c. Takeover
 - d. All of these

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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| 1. What is a Product? Discuss in detail the Total Product Concept with its layers citing relevant examples for each layer. | 3+7=10 |
| 2. a. What do you mean by Product Hierarchy? Explain the different levels of Product Hierarchy.
b. Write a short note on "Product Positioning". | 2+5=7
3 |
| 3. Mention some of objectives of Packaging. Discuss the importance of Packaging from product point of view, customer point of view. | 3+7=10 |
| 4. a. Strike out the difference between Warranty and Guarantee. (Any three points)
b. Define Niche marketing. When and how an organisation go for Niche marketing? Explain with examples. | 3
2+5=7 |
| 5. What is Brand? What are the elements of brand? Describe the functions of a brand. | 1+2+7=10 |
| 6. a. What do you mean by brand extension? What are the types of brand extension? What are the uses of Brand Personality?
b. What do you mean by Brand Mark and Trade mark? Write down the difference between Brand Mark and Trade mark. | 1+2+2=5
2+3=5 |
| 7. Clarify the Importance of Product and brand management in any business organization. What are the indicators of a good brand as per your knowledge? | 6+4=10 |
| 8. a. What is co-branding? What are the levels of co-branding?
b. Brand loyalty does not exist in monopolistic market. Elaborate. | 1+3=4
6 |

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