

MASTER OF BUSINESS ADMINISTRATION
Third Semester
PRODUCT & BRAND MANAGEMENT
(MBA-21 A)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive)=50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions: (any five)

2×5=10

- a) Define the term brand?
- b) What do you mean by brand identity?
- c) What do you mean by brand elements?
- d) What do you mean by positioning in branding?
- e) What do you mean by brand asset?
- f) What do you mean by brand valuation?
- g) What do you mean by brand awareness?

2. Answer the following questions: (any five)

3×5=15

- a) Explain some features of branding?
- b) Explain the 3C's of positioning?
- c) Explain the concept of event-marketing?
- d) Explain the different levels of brand identity?
- e) Explain the role of advertising for the promotion of a brand.
- f) Explain the concept of launching a product.
- g) Explain the concept of global branding.

3. Answer the following questions: (any five)

4×5=20

- a) Explain some of the steps of launching a product.
- b) Explain in brief the different types of brand perspectives.
- c) Explain in brief about the brand assets.
- d) Explain the strategies that is required to create a successful brand.
- e) Do you think a brand should adopt the culture of a foreign country while entering into its market? Justify your answer.
- f) Explain in brief the importance of pricing and promotion of a brand.
- g) Explain the various advantages of brand extensions.

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks – 20

PART A- Objective Type

I. Choose the correct options from the following:

1×20=20

1. Brands are inextricably linked to:

- a)uniformity b)homogeneity c)both d)none

2. Branding has always been an important aspect of:

- a)marketing b)human resource c)finance d)none

3. The concept of brand evolved in:

- a)18th century b)19th century c)20th century d)none

4. Brand identifies:

- a)product b)service c)both d)none

5. A brand is a:

- a)name b)design c)both d)none

6. Brand perspectives are divided into:

- a)two types b)four types c)six types d)none

7. Brand image is about connecting a brand with

- a)customer b)consumer c)client d)none

8. For making a brand to be successful, strategies are of:

- a)two types b)four types c)three types d)none

9. The customers are able to process brand information:

- a)very fastly b)very slowly c)both d)none

10. Perceived quality is a form of:

- a)asset b)liability c)both d)none

11. Brand loyalty can be distinguished into:
 a)four levels b)five levels c)two levels d)none
12. Brand recall is one of the levels of:
 a)brand awarness b)brand loyalty c)brand positioning d)none
13. Top-of-the mind awarness indicates:
 a)superiority of a brand b)inferiority of a bran c)both d)none
14. Brand awarness may exist at:
 a) three levels b) two levels c) four levels d) none
15. Brands are differentiated on the basis of their position on:
 a)quality spectrum b)quantity spectrum c)both d)none
- 16.A brand's central identity is it's
 a)emotional centre b) spiritual centre c) both d) none
17. Central Identity of a brand is also known as:
 a)inner core b) outer core c) both d) none
18. Outer core of the brand is:
 a) qualitative in nature b) quantitative in nature c) both d) none
19. Positioning is creating a _____ position in the prospect's mind:
 a)complex b)simple c)unique d) none
20. A brand's philosophical angle is reflected by:
 a)central identity b) peripheral identity c) both d) none
