

**MASTER OF BUSINESS ADMINISTRATION  
THIRD SEMESTER [SPECIAL REPEAT]  
PRODUCT & BRAND MANAGEMENT  
MBA – 305A**

**SET  
A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

**1 × 20 = 20**

1. ....can be used as an asset
  - a. Brand mark
  - b. logo
  - c. Trade mark
  - d. None of these
2. Private brand is also known as
  - a. Multi branding
  - b. Store brand
  - c. Individual brand
  - d. None of these
3. A description of the business that involves seeing the optimal future for your business is termed as
  - a. Mission
  - b. Brand vision
  - c. Brand positioning
  - d. Brand extension
4. One who represent the product on behalf of the entire company is termed as
  - a. Celebrity branding
  - b. Brand personality
  - c. Brand ambassador
  - d. All of these
5. Brand ambassador of Cadburys, Dabur, Emami, and Gujrat Tourism is .
  - a. Amir khan
  - b. Akshay kumar
  - c. Amitabh Bachchan
  - d. Virat Kohli
6. The technique by which marketers try to create an image or identity in the minds of their target market for its brand is known as
  - a. Brand positioning
  - b. Brand loyalty
  - c. Competitive advantage
  - d. None of these
7. Bases of positioning include
  - a. Product class
  - b. Consumer segmentation
  - c. Consumer perception
  - d. All of these
8. The current view of the customers about a brand is called as
  - a. Positioning
  - b. Perception
  - c. Brand image
  - d. Both b and c
9. Brand extension are of
  - a. 5 types
  - b. 3 types
  - c. 2 types
  - d. None of these

10. A thorough examination of a **brand's** current position in the market compared to its competitors and a review of its effectiveness is termed as
  - a. Brand equity
  - b. Brand audit
  - c. Takeover
  - d. All of these
11. The ultimate objective of the product is \_\_\_\_\_
  - a. To provide a new look
  - b. To monopolize the market
  - c. Utilizing existing manpower
  - d. All of the above
12. Which of the following aspect of product is concerned with the ease and efficiency of the product performance?
  - a. Functional aspect
  - b. Operational aspect
  - c. Durability aspect
  - d. None of the above
13. When it is about fourth level of customer value hierarchy, marketers need to design \_\_\_\_\_ that exceed customers' expectations.
  - a. Expected product
  - b. Basic product
  - c. Augmented product
  - d. None of the above
14. The goods that are purchased immediately, frequently and with a minimum of effort are \_\_\_\_\_
  - a. Durable goods
  - b. Convenience goods
  - c. Services
  - d. None of the above
15. The 'Differentiated Marketing' is also called as \_\_\_\_\_
  - a. Mass marketing
  - b. Concentrated marketing
  - c. Segmented Marketing
  - d. Micro marketing
16. Which of the given reasons is NOT a valid reason for packaging of food items?
  - a. Marketing and convenience
  - b. Security and portion control
  - c. Protection and information transmission
  - d. None of above
17. Consumer Day is celebrated on \_\_\_\_\_ every year.
  - a. 15<sup>th</sup> March
  - b. 17<sup>th</sup> March
  - c. 16<sup>th</sup> March
  - d. None of the above
18. What is price skimming?
  - a. Setting an initially-high price which falls as competitors enter the market.
  - b. Setting a high price which consumers perceive as indicating high quality.
  - c. Setting a low price to "skim off" a large number of consumers.
  - d. None of the above
19. Niche marketing helps more in
  - a. Smaller firms
  - b. Larger firms
  - c. Retail store
  - d. None of the above
20. Functions of a brand include
  - a. Distinctiveness
  - b. Publicity
  - c. Wide market
  - d. All of these

**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1. a) Discuss about the various product hierarchies.                                                                                                               | 6+4=10   |
| b) Write a short note on 'Niche Marketing'                                                                                                                         |          |
| 2. a) What do you mean by Product differentiation? Mention the product classification with examples.                                                               | 1+4+5=10 |
| b) How Product mix is important for a product?                                                                                                                     |          |
| 3. What do you mean by positioning, repositioning and de-positioning? Write down the rules of positioning.                                                         | 3+7=10   |
| 4. What do you mean by brand extension? Discuss the types of brand extension with proper examples. How do you think branding effects consumer purchasing decision? | 1+4+5=10 |
| 5. Discuss the different stages for new product development.                                                                                                       | 10       |
| 6. a) Discuss any three methods of Product pricing.                                                                                                                | 6+4=10   |
| b) How packaging and labelling are important for a product?                                                                                                        |          |
| 7. What do you mean by brand? What are the types of brand? Write down the difference between brand mark and trade mark                                             | 2+4+4=10 |
| 8. What is brand personality? What is the process of creating brand personality? Write down the uses of brand personality.                                         | 1+4+5=10 |

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