

**MASTER OF BUSINESS ADMINISTRATION  
THIRD SEMESTER [SPECIAL REPEAT]  
PRODUCT AND 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. "Brands are direct consequence of the strategy of ..... and .....  
a. Market segmentation & product differentiation      b. Cost & Reach  
c. Customer preference & Loyalty      d. Advertising
2. Brand identity is followed by \_\_\_\_\_, which is a reflection of what marketers planned to send to the public.  
a. Brand personality      b. Brand value  
c. Brand image      d. Advertising
3. The study of branding has traditionally been dominated by an emphasis on ....., the focus of which is on the unique features associated with a particular item of a firm's product portfolio  
a. Customer Brands      b. Organizational Brand  
c. Product Brands      d. None of the Above
4. If a company has a product line of potato chips that includes five flavors and three bag sizes, the ..... for the line is 15  
a. Product Width      b. Product Extension  
c. Product Depth      d. None of the above
5. .... is when a company uses one of its established brand names on a new product or new product category.  
a. Branding      b. Brand Closure  
c. Brand Variation      d. Brand extension
6. The Aaker model suggests that companies with ..... can use their visibility in a community to attract more customers, which can increase their revenue.  
a. Brand flexibility      b. Brand awareness  
c. Brand Similarity      d. None of the above

7. Aaker has derived a simple framework, which features the key components comprising brand equity: brand awareness, ....., perceived quality, brand loyalty, and other proprietary assets.
  - a. Brand reputation
  - b. Brand Association
  - c. Perceived brand values
  - d. None of the Above
8. Advertising is part of sales promotion by creating awareness and comprehension that form a level of \_\_\_\_\_.
  - a. Customer pull
  - b. Customer push
  - c. Customer loyal
  - d. Customer image
9. .... is a process of taking a product or service from conception to market.
  - a. Promotion
  - b. Branding
  - c. Advertising
  - d. New Product Development
10. You are in to development of new methods and technique of advertising to create categorically top of the mind awareness; which of the "P" of Marketing mix shall you deal with,
  - a. Process
  - b. Price
  - c. Product
  - d. Promotion
11. Corporate branding enables firms to use the ..... and ..... of the whole organization explicitly as part of its uniqueness
  - a. Vision, Culture
  - b. Style, Profile
  - c. Logo , Trademark
  - d. None of the above
12. \_\_\_\_\_ are musical messages written around a brand.
  - a. Logos
  - b. Jingles
  - c. Symbols
  - d. Tag lines
13. After idea generation has occurred in the new-product development process, the next stage is most likely to be
  - a. Ideation
  - b. Idea Screening.
  - c. Concept Development and Testing
  - d. Test Marketing
14. \_\_\_\_\_ defines what the brand thinks about the consumer, as per the consumer.
  - a. Brand relationship
  - b. Brand attitude
  - c. Brand Loyalty
  - d. Brand Leader
15. Looking at the sales history of similar products and surveying market opinion are tools used at which stage in the new-product development process?
  - a. Brand attitude
  - b. Brand positioning
  - c. Brand relationship
  - d. Brand manage

16. Red Bull is known for its Energy Drinks one liner advertisement "It gives you wings". They are predominantly a
- a. Manufacturer and Distributor
  - b. Retailer
  - c. Packer and Distributor
  - d. Marketing Agency
17. \_\_\_\_\_ is a way of describing audience based on factors such as age, gender, education level, town class, ethnicity etc...
- a. Socio-Economic
  - b. Psychographic
  - c. Geographic
  - d. Demographic
18. \_\_\_\_\_ is a way of describing audience based on the their life style, attitudes, aspirations, habits etc.
- a. Socio-Economic
  - b. Psychographic
  - c. Demographics
  - d. Info graphic
19. The role of branding and brand management is primarily to create .....and preference in the minds of customers.
- a. Product Style
  - b. Product Differentiation
  - c. Product impression
  - d. None of the Above
20. You are redesigning packaging scheme for a product to suite the customer needs, wants and demands by layering it with rugged outer layer and to resist in-transit damage. Which of the "P" in marketing mix are you dealing with?
- a. Promotion
  - b. Price
  - c. Product
  - d. Physical evidence

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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. "A personal care products manufacturer and company ventures into offering antiseptic cream manufacturing and marketing'. Discuss the positioning and Brand building strategies that the company can use. 10
2. What is a Product? Discuss in detail the Total Product Concept with its layers citing relevant examples for each layer. 3+7=10
3. What do you understand by Brand Equity? Discuss the Aakar's Brand Equity Model. 3+7=10
4. Brand is built in the minds of people. Do you agree? Explain this in context to "Nestle" or "ITC". 10
5. Write Short notes on: (*any two*) 5×2=10
  - a) Co-Branding,
  - b) Warranty vs Guarantee,
  - c) Brand extension,
  - d) Brand Positioning,
  - e) Product Life Cycle
6. Discuss the Core functions of brand. What are the major Types of brand? 5+5=10
7. Discuss the stages of new product development alongside defining product repositioning. How do you define niche marketing? 7+3=10
8. Developing a brand is much more difficult than developing a product. Comment on the statement. Differentiate between corporate branding and product branding. 5+5=10

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