

- Q.17 Explain different bases for market segmentation.
- Q.18 What are the key elements of brand identity?
- Q.19 Write short notes on integrated marketing communication(IMC).
- Q.20 Describe the consumer decision-making process.
- Q.21 What is the role of advertising in brand building?
- Q.22 Discuss the relationship between brand positioning and differentiation.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)
- Q.23 Explain the process of new product development with examples.
- Q.24 Discuss the various strategies for building and sustaining brand equity.
- Q.25 Explain how digital marketing and social media help in brand promotion.

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5th Sem / Business Management (Retail)

Subject : Product and Brand Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 Which of the following best defines brand equity?
- a) The cost of creating a new brand
 - b) The value a brand adds to a product
 - c) The number of products under a brand
 - d) The price paid by the customer
- Q.2 Product lifecycle management focuses on:
- a) Increasing price of the product
 - b) Managing product from introduction to decline
 - c) Reducing customer complaints
 - d) Only production activities

- Q.3 Brand positioning means;
- Creating advertisements
 - Placing the product on shelves
 - Establishing a unique image in customers minds
 - Designing packaging
- Q.4 Which of the following is not a stage in the product life cycle?
- Introduction
 - Growth
 - Decline
 - Imitation
- Q.5 Integrated Marketing Communication (IMC) means:
- Promoting through one medium
 - Coordinating all promotional tools to deliver a unified message
 - Focusing only on advertising
 - Ignoring sales promotion
- Q.6 Consumer behavior primarily studies:
- How firms set prices
 - How consumers make purchase decisions
 - How salespeople are trained
 - How companies advertise

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SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 The process of creating, maintaining, and improving a product or brand is called _____.
- Q.8 The total value of a brand in the marketplace is known as _____.
- Q.9 Brand equity refers only to the physical features of a product.(T/F)
- Q.10 The _____ represents the stages a product goes through from introduction to decline.
- Q.11 Differentiate helps a brand to _____.
- Q.12 Innovation strategies are important for maintaining brand competitiveness.(T/F)

SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 Define product and brand management.
- Q.14 Explain the stages of the product life cycle.
- Q.15 What is brand equity? Why is it important?
- Q.16 Discuss the concept of innovation strategies in product management.

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