

- Q.29 What are the needs of patent and trademarks? (CO-4)
- Q.30 Discuss the benefits of brand image. (CO-5)
- Q.31 Mention brand hierarchy levels. (CO-5)
- Q.32 Write at least five key factors affecting product management.

SECTION-D

Note: Long answer type questions. Attempt any three questions out of four questions. (3x10=30)

- Q.33 Discuss various product mix strategies in details by taking live example from the market. (CO-1)
- Q.34 Discuss these brand building concepts in details:- Brand identity, Brand Personality, Brand portfolio and Brand Positioning. (CO-5)
- Q.35 Define pricing explain various pricing strategy in detail. (CO-3)
- Q.36 Define product planning explain the needs of proper product planning to compete in the market successfully. (CO-2)

(**Note:** Course outcome/CO is for office use only)

No. of Printed Pages : 4

Roll No. 126743M/73424/106753-M

4th Sem. / DBM

Subject : PRODUCT & BRAND MANAGEMENT

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.1 How many levels of a product are given by P.Kotler_____ (3,4,5) (CO-1)
- Q.2 Product mix has three dimensions as length, Width and depth. (True/False) (CO-1)
- Q.3 PLC stands for_____. (CO-1)
- Q.4 Product diversification is the part of product planning. (True/False) (CO-2)
- Q.5 Customer preception is after sale service. (True/False) (CO-3)
- Q.6 Branding is not helpful in product differentiation. (CO-3)

(60) (4) 126743M/73424 /106753-M

(1) 126743M/73424 /106753-M

- Q.7 Brand has patent and copyright . (True/false)
(CO-4)
- Q.8 Brand makes a product identifiable.
(True/False) (CO-4)
- Q.9 Brand positioning is related to human touch in
branding. (True/False) (CO-5)
- Q.10 General impression of a product is not related to
brand image. (True/false) (CO-5)

SECTION-B

Note:Very Short answer type questions. Attempt any
ten questions out of twelve questions(10x2=20)

- Q.11 What do you mean by generic product? (CO-1)
- Q.12 Define product line. (CO-1)
- Q.13 Introduce to augmented product in short.(CO-1)
- Q.14 What do you mean by product innovation?
(CO-2)
- Q.15 What is product standardization? (CO-2)
- Q.16 Mention any two types of pricing strategies.
(CO-3)
- Q.17 Define consumer perception. (CO-3)

(2) 126743M/73424
/106753-M

- Q.18 Write any two features of a brand. (CO-4)
- Q.19 What is brand extension? (CO-4)
- Q.20 Write the any two approaches to new brand
creation. (CO-4)
- Q.21 What is brand personality? (CO-5)
- Q.22 Define brand portfolio. (CO-5)

SECTION-C

Note:Short answer type questions. Attempt any eight
questions out of ten questions. (8x5=40)

- Q.23 Explain all three dimensions of a product mix.
(CO-1)
- Q.24 Draw a picture of product life cycle. (CO-2)
- Q.25 Explain the main components of product
planning. (CO-2)
- Q.26 Write a short note on market segmentation.
(CO-3)
- Q.27 Enlist the pre purchase and post purchase
services. (CO-3)
- Q.28 Discuss the merits and demerits of brand
extension. (CO-4)

(3) 126743M/73424
/106753-M