



# MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : MM 405/MM403 PRODUCT & BRAND MANAGEMENT

UPID : 004680

Time Allotted : 3 Hours

Full Marks :70

*The Figures in the margin indicate full marks.*

*Candidate are required to give their answers in their own words as far as practicable*

## Group-A (Very Short Answer Type Question)

1. Answer any ten of the following : [ 1 x 10 = 10 ]
- (I) Increased competition , price decrease, increasing public awareness, sales volume increase significantly are the characteristics of which phase in PLC?
  - (II) A customer will choose a brand based on how compelling the \_\_\_\_\_ was as compared to other brands.
  - (III) Close up, Doordarshan, Frooti, Babool, Fair and Lovely, Band-aid and Ujala are the examples of what type of brand name?
  - (IV) \_\_\_\_\_ defines what the brand thinks about the consumer, as per the consumer.
  - (V) \_\_\_\_\_ includes two visual signals of a brand – its character (e.g. Amul girl) and its logo. Both are elements of brand identity.
  - (VI) \_\_\_\_\_ includes all that is linked up in memory about the brand. It could be specific to attributes, features, benefits or looks of the brand.
  - (VII) Brand element is also known as \_\_\_\_\_
  - (VIII) \_\_\_\_\_ can be thought of as a perceptual map of in which like products of the same company (say, toothpaste) are positioned very close to one another and compete more with one another than with brands of other companies.
  - (IX) \_\_\_\_\_ branding is a type of co-branding.
  - (X) The strategy adopted by retailers and wholesalers for creating their private brand is called \_\_\_\_\_.
  - (XI) AIDA is a hierarchy of effects or sequential model used to explain how advertising works. AIDA stands for \_\_\_\_\_
  - (XII) The marketing team of DOVE soap wanted to build on the brand's success by broadening its product portfolio. What kind of branding strategy is this?

## Group-B (Short Answer Type Question)

Answer any three of the following : [ 5 x 3 = 15 ]

2. Discuss the key elements of Brand Equity. [5]
3. Explain the Classification of Product. [5]
4. Elucidate on the ways to create a brand strategy with the help of example. [5]
5. Write the importance and contribution of a Brand? [5]
6. How product positioning approaches are done by the marketers? [5]

## Group-C (Long Answer Type Question)

Answer any three of the following : [ 15 x 3 = 45 ]

7. How secondary brand associations of a brand helps for building brand equity? [ 15 ]
8. (a) Discuss the broad classification of products. [ 10 ]  
(b) What is a major difficulty in classifying products? [ 5 ]
9. (a) Explain Brand Dimension. [ 8 ]  
(b) What are the dimensions of brand personality? [ 7 ]
10. Discuss the concept of Brand Personality and its advantages. Give examples [ 15 ]
11. Discuss the positioning statement of NESTLE, NIKE and Amazon. [ 15 ]

\*\*\* END OF PAPER \*\*\*