PRESIDENCY UNIVERSITY, BENGALURU

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION

Odd Semester: 2018-19   **Date**: 25 October 2018

Course Code: MKT 304   **Time**: 2 Hours

Course Name: Product & Brand Management   **Max Marks**: 40

Branch & Sem: MBA III Sem   **Weightage**: 20%

Instructions:

   (i)   *Draw flow chart or diagram for any required questions*
   (ii)   *All parts of the question paper are compulsory*

Part A

Answer **all** the Questions. **Each** question carries **four** marks.   (3x4=12)

1. Explain how brands are different from products

2. Explain the classification of products.

3. Explain consumer adoption process.

Part B

Answer **all** the Questions. **Each** question carries **six** marks.   (2x6=12)

4. Explain how brands matter to consumers as well as manufacturers?

5. Write a short notes on the following with suitable examples.

   a. Search goods b. Experience goods c. Credence goods

Part C

Answer **all** the Questions. **Each** question carries **eight** marks.   (2x8=16)

6. Evaluate the brand positioning strategies for Google pay.

7. Explain the brand value chain with reference to any product or service of your choice.

PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Odd Semester: 2018-19   **Date**: 28 December 2018

Course Code: MKT 304   **Time**: 3 Hours

Course Name: Product & Brand Management   **Max Marks**: 80

Programme & Sem: MBA & III Sem   **Weightage**: 40%

Instructions:
(i)   *Answer all the questions.*

Part A

Answer **all** the Questions. **Each** question carries **five** marks.   (4Qx5M=20)

1. Explain the steps involved in brand building.
2. What are the five attributes and benefits underlie brand performance?
3. What are the criteria for choosing brand elements?
4. What are the variables of brand tracking studies?

Part B

Answer **all** the Questions. **Each** question carries **ten** marks.   (3Qx10M=30)

5. How you evaluate the market performance based on brand value chain?
6. What is brand equity? Explain with an example what are the competitive advantages for high brand equity?
7. Explain the following with suitable examples:
a. Umbrella Branding b. Brand Positioning c. Brand Resonance d. Brand Awareness
e. Brand Image

Part C

Answer **both** the Questions. **Each** question carries **fifteen** marks.   (2Qx15M=30)

8. Explain the branding strategies of the following with an example.
a. Line Extension b. Brand Extension c. Multi Brands d. New Brands e. Cobrands
9. Brand personality is the human characteristics or traits that consumers can attribute to a brand. Explain the brand personality scale by Jennifer Aaker.