

D 130029

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2025**

B.B.A.

**BBA 5B 11—(MARKETING ELECTIVE—II) PRODUCT AND BRAND MANAGEMENT
(2019 Syllabus)**

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.*

1. Define Product.
2. What do you mean by line pruning ?
3. What are red goods ?
4. What is product hierarchy ?
5. What do you mean by target marketing ?
6. What is Patent ?
7. What is Co-branding ?
8. What is FMCG ?
9. What is impulse goods ?
10. What is a product item ?
11. What is AIDAS Formula ?
12. What is product differentiation ?
13. What is test Marketing ?
14. What do you mean by breadth of product mix ?
15. What is Family blanket brand ?

(15 × 2 = 30, Maximum ceiling 25 marks)

Turn over

Part B

Answer all questions.

16. Explain the different product levels ?
17. Differentiate brand and trademark.
18. What are the elements of brand equity ?
19. What are the objectives of product diversification ?
20. What are the objectives of concept testing ?
21. Explain the demerits of branding ?
22. What are the different types of labelling ?
23. What is the importance of packaging ?

(8 × 5 = 40, Maximum ceiling 35 marks)

Part C

*Answer any two questions.
Each question carries 10 marks.*

24. Explain about branding. What are the need or importance and advantages of branding ?
25. What is a Product ? Explain its features, importance.
26. Explain the reasons of failure of new product in the market.
27. What are the factors influencing product innovation ? And explain product innovation strategies.

(2 × 10 = 20 marks)

D 130029–A

(Pages : 4)

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BBA 5B 11—(MARKETING ELECTIVE—II) PRODUCT AND BRAND MANAGEMENT

(2019 Syllabus)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 5B 11—(MARKETING ELECTIVE—II) PRODUCT AND BRAND MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. _____ refers to the information a consumer has stored in their memory about a product or service.
 - (A) Cognitive dissonance.
 - (B) Product knowledge.
 - (C) Product research.
 - (D) Marketing research.
2. Which product is Most likely to be purchased through routine decision making ?
 - (A) Television set.
 - (B) Soft drink.
 - (C) Shirt.
 - (D) Car.
3. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service ?
 - (A) Label.
 - (B) Co-brand.
 - (C) Brand.
 - (D) Product.
4. The consumer's estimate of the product's overall capacity to satisfy his or her needs is called :
 - (A) Product Cost.
 - (B) Product Value.
 - (C) Product need.
 - (D) Product Satisfaction.
5. Original products, product improvements, product modifications, and new brands that a firm develops through its own research and development efforts are called :
 - (A) New products.
 - (B) Concept products.
 - (C) Altered products.
 - (D) Supplemental products.
6. To create successful new products, a company must understand consumers, markets, and competitors and :
 - (A) Develop a great advertising campaign.
 - (B) Have a strong Web site to push the product.
 - (C) Adopt a push rather than pull promotional concept.
 - (D) Develop products that deliver superior value to consumers.

7. _____ is a detailed version of the idea stated in meaningful consumer terms.
- (A) Product idea. (B) Product image.
(C) Product concept. (D) Product feature.
8. With respect to the product life cycle, the _____ begins when the company finds and develops a new-product idea.
- (A) Product development stage. (B) Introduction stage.
(C) Growth stage. (D) Maturity stage.
9. With respect to the product life cycle, the _____ is a period of slowdown in sales growth because the product has achieved acceptance by most potential buyers.
- (A) Product development stage. (B) Introduction stage.
(C) Growth stage. (D) Maturity stage.
10. A concentration on producing a basic version of a product by a firm and its competitors is typical of which stage in the product life cycle ?
- (A) Product development stage. (B) Introduction stage.
(C) Growth stage. (D) Maturity stage.
11. The offering of all brands and the brand lines by a particular company is considered as ?
- (A) Company portfolio. (B) Brand line portfolio.
(C) Brand portfolio. (D) Corporate portfolio.
12. _____ refers to a brands objective attributes in relation to other brands.
- (A) Brand position. (B) Product position.
(C) Brand relationship. (D) Both (A) and (B).
13. Testing before launching a product launching a product is known as _____.
- (A) Acid test. (B) Concept testing.
(C) Market test. (D) Test marketing.
14. Which of the following is not a type of decision usually made during the product development stage ?
- (A) Branding. (B) Product positioning.
(C) Packaging. (D) Product screening.

Turn over

15. Introducing the new product into the market takes place in which stage of the new product development process ?
- (A) Commercialization. (B) Test marketing.
(C) Marketing strategy. (D) Product development.
16. Which of the following are the people who purchase new products almost as soon as the products reach the market ?
- (A) Innovators. (B) Late majority.
(C) Early majority. (D) Late adopter.
17. _____ can be defined as the way by which organizations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer.
- (A) Marketing communications. (B) Marketing plans.
(C) Marketing strategies. (D) None of the above.
18. The ability of the marketing programme to affect the customer mind-set will depend on its _____.
- (A) Salesperson. (B) Quality.
(C) Technology. (D) Customer service.
19. Brand knowledge refers to brand _____.
- (A) Awareness. (B) Recall.
(C) Personality. (D) Persona.
20. Features and attributes of brands translate into benefits and _____ are also fulfilled along with these benefits.
- (A) Customer values. (B) Brand values.
(C) Organizational goals. (D) Brand associations.