

Dr Richa Joshi

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8/12/2022

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*National Institute of Technology, Hamirpur (HP)*

**MBA**

**Branch : MBA**

**Semester: 3<sup>rd</sup>**

**Course Name: Product and Brand Management**

**Course Code : MB-711**

**Time: 120 min (December, 2022)**

**Maximum Marks: 50**

**PART-A**

*Note: All questions are compulsory and each question carry 2 marks.*

(10 Marks)

- Q.1 Explain different layers of product.  
Q.2 What is perceptual mapping. Create a perceptual map of laptop brands considering price and quality in X and Y dimensions respectively.  
Q.3 Differentiate between manufacturer's brands and private label/store brands  
Q.4 Elucidate the classification of products.  
Q.5 What is repositioning of a brand? State reasons for repositioning the brand.

**PART-B**

(40 Marks)

*Note: Attempt all questions, each question carry 5 marks*

- Q.1. "Positioning of the brand is the first step in the creation of the brand". In the light of this statement discuss the concept of positioning, 3Cs of positioning, positioning errors and strategies.  
Q.2 What is brand personality? What are its different dimensions/components? What role does advertising play in building a distinct brand personality?  
Q.3 Explain the concept of product life cycle. Do you think the concept still holds good? Give examples of Indian market for different stages of PLC. What are the reasons of changes in patterns of product life cycle. What is the life cycle stage of Maruti Dezire in your opinion?  
Q.4 Explain the meaning of brand, advantages of strong brand. How does a brand like Tata remain relevant over so many years in the Indian market? What theoretical explanation do you have for keeping a brand relevant over the years.  
Q.5 What is diffusion of innovation? Discuss elements of innovation and different categories of adopters with diffusion of innovation curve.  
Q.6 Discuss the concept of brand equity and the CBBE model of brand equity. How is consumer-based brand equity different from financial brand equity.  
Q.7 With an 18% market share, XYZ is India's leading cement manufacturer and the tenth largest in the world. The company has 22 cement manufacturing units in India. The brand embodies the inherited core values of its parent organization. The brand is an energetic and eclectic mix of quality and technological superiority. Based on these facts the brand is positioned as the expert for all construction needs. Its imagery strengthened by the engineer in the yellow helmet reinforces the aura of knowledge and specialization. Revisit the concept of brand image dimensions and classify the above brand as functional,

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symbolic or experiential brand. Justify your answer and elaborate on the concept of brand image and its components and importance.

Q.8 Write short notes (Any Two)

- a) Brand Extension
- b) Brand Loyalty
- c) Brand Tracking/ Audit