

D 30449

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.B.A.

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

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 2 marks.**Ceiling 25 marks.*

1. What is transit packaging ?
2. Explain forward integration.
3. What is brand switching ?
4. What is a prototype product ?
5. What is concentrated marketing strategy ?
6. Explain product portfolio management.
7. What are different types of brand loyalty ?
8. What is PLC ?
9. What is a market share ?
10. What is market penetration ?
11. What do you mean by brand positioning ?
12. Explain market segmentation.
13. What is product labeling ?
14. Explain Brand Crisis.
15. Explain Brand Audit.

(15 × 2 = 30, Maximum : Ceiling 25 marks)

Turn over

Part B

*Answer all questions.
Each question carries 5 marks.
Ceiling 35 marks.*

16. Explain the functions of packaging.
17. Explain the stages of new product development.
18. What are the different attributes of a strong brand ?
19. Difference between Branding and Packaging.
20. Explain BCG matrix.
21. Explain brand awareness and its levels.
22. What are the different brand positioning errors ?
23. Explain different price positioning strategies.

(8 × 5 = 40, Maximum : Ceiling 35 marks)

Part C

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

24. What is a product ? What are the different levels of a product ?
25. Why packaging is important for a product ? Explain the legal and ethical aspects of Packaging.
26. What is the product mix ? Explain product mix strategies.
27. Explain in detail the concept of brand and its main components.

(2 × 10 = 20 marks)