D 10525　　　　　　　　　(Pages : 2)　　　　Name.................................

Reg. No.................................

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS–UG)

B.B.A.

BBA 5B 11—Marketing Elective II—PRODUCT AND BRAND MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half　　　　　　　　　　　Maximum : 80 Marks

Section A

Answer at least **ten** *questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. What is market penetration ?

2. What do you mean by brand positioning ?

3. Explain market segmentation.

4. What is product labeling ?

5. Explain Brand Crisis.

6. What is the Depth of a Product Mix ?

7. Explain Brand Audit.

8. What is a tagline in branding ?

9. (a) "Do what you can't."

    (b) "There are some things money can't buy. For everything else, there's" Name the brands of the captions.

10. What is a product warranty ?

11. What is brand cannibalization ?

12. What is E-Commerce ?

13. Differentiate between brand extension and line extension.

14. Explain the concept Co-Brand.

15. Explain Cash Cow in BCG matrix.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

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. Why new product fail?

21. What are the main responsibility of a Brand Manager?

22. What is Franchising? Explain the benefits of Franchising.

23. Explain Brand Equity, what are the different elements of brand equity.

(5 × 6 = 30 marks)

Section 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 Turbo marketing, how it can apply in an organization?

(2 × 10 = 20 marks)