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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

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.*

1. Explain product line.
2. What is transit packaging ?
3. Explain forward integration.
4. What is brand switching ?
5. What is a prototype product ?
6. What is concentrated marketing strategy ?
7. Explain product portfolio management.
8. What are different types of brand loyalty ?
9. What is PLC ?
10. What is a market share ?
11. What is the product mix ?
12. What is brand personality ?
13. Explain value chain management.
14. What is competitive advantage ?
15. What is inbound logistics ?

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

Turn over

Part B

Answer all questions.

16. Explain BCG matrix.
17. Explain brand awareness and its levels.
18. What are the different brand positioning errors ?
19. Explain different price positioning strategies.
20. What you mean by market segmentation ? What are the basis for market segmentation ?
21. What is brand image ? Explain it's different dimensions.
22. Explain the factors influencing packaging decisions.
23. Explain Band communication and its role in marketing.

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

Part C

Answer any two questions.

24. What is PLC ? Explain the different stages of PLC and its strategies.
25. What is value chain management ? and explain its elements.
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)