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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024**

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. What is brand equity ?
2. What is controlled test marketing ?
3. What is yellow goods ?
4. What is labelling ?
5. What do you mean by green marketing ?
6. What is line stretching ?
7. What is PLC ?
8. What is product positioning ?
9. What do you mean by non-durable goods ?
10. What is dual branding ?
11. What do you mean by packaging ?
12. What is descriptive label ?
13. What is the meaning of 'standardisation' ?
14. What is product mix ?
15. What do you mean by transit packaging ?

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

**Part B***Answer all Questions.*

16. What are the benefits of product portfolio management ?
17. Explain the types of consumer goods.

**Turn over**

18. What are the competitive advantages of high brand equity ?
19. What are the merits of standardisation ?
20. What are the important functions of labels ?
21. What are the several models of man that depict consumer decision making ?
22. What are the different types of labelling ?
23. What are the product mix strategies ?

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

### **Part C**

*Answer any two questions.*

24. Explain the stages of New Product Development.
25. Explain the factors influencing packaging.
26. Explain the legal and ethical aspects of branding.
27. Explain each phase of PLC and strategies there of.

(2 × 10 = 20 marks)