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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2025**

B.B.A.

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

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.*

1. Define Product.
2. What do you mean by line pruning ?
3. What are red goods ?
4. What is product hierarchy ?
5. What do you mean by target marketing ?
6. What is Patent ?
7. What is Co-branding ?
8. What is FMCG ?
9. What is impulse goods ?
10. What is a product item ?
11. What is AIDAS Formula ?
12. What is product differentiation ?
13. What is test Marketing ?
14. What do you mean by breadth of product mix ?
15. What is Family blanket brand ?

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

**Turn over**

**Part B**

*Answer all questions.*

16. Explain the different product levels ?
17. Differentiate brand and trademark.
18. What are the elements of brand equity ?
19. What are the objectives of product diversification ?
20. What are the objectives of concept testing ?
21. Explain the demerits of branding ?
22. What are the different types of labelling ?
23. What is the importance of packaging ?

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

**Part C**

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

24. Explain about branding. What are the need or importance and advantages of branding ?
25. What is a Product ? Explain its features, importance.
26. Explain the reasons of failure of new product in the market.
27. What are the factors influencing product innovation ? And explain product innovation strategies.

(2 × 10 = 20 marks)