



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
BBA Honours 5th Semester Examination, 2023

**DSE1/2-BBA**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks  
Candidates should answer in their own words and adhere to the word limit as practicable.*

**PAPER: 5MC**

**PRODUCT AND BRAND MANAGEMENT**

**GROUP- A**

**Answer any *two* questions from the following**

12×2 = 24

1. What are the factors that affect product management decisions? Based on the stages of the Product Life Cycle, explain the strategies adopted at each stage. 4+8
2. Discuss the factors which contribute to the success and failure of a brand in the market by picking one example each of FMCG and Consumer electronics. 12
3. What is Brand Equity? Explain with examples how brand equity is built through different brand management methods. 3+9
4. Distinguish between a product-focused organization and a market-focused organization. Discuss the factors affecting the design of a product. 6+6

**GROUP-B**

5. Answer any *four* questions from the following:

6×4 = 24

- (a) How celebrity endorsement helps in Brand Positioning? 6
- (b) What are the factors affecting the brand management process? 6
- (c) Write short notes on: 3+3
  - (i) Market segmentation; (ii) Brand positioning.
- (d) Briefly explain the channel strategy needed for branding. 6
- (e) Write a detailed note on “designing and sustaining brand strategies”. 6
- (f) Define packaging and highlight its importance as a Product attribute. 6

**GROUP-C**

6. Answer any *four* questions from the following:

3×4 = 12

- (a) What are the different types of product stages?
- (b) What are the two advantages of labelling?
- (c) Define product line and product extension.
- (d) Define Brand.
- (e) Give an example of brand repositioning.
- (f) State the idea of brand salience.

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