



‘समानो मन्त्रः समितिः समानी’

UNIVERSITY OF NORTH BENGAL
BBA Honours 5th Semester Examination, 2022

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.*

**The question paper contains 5MC and 5HC.
The candidates are required to answer any *one* from the *two* courses.
Candidates should mention it clearly on the Answer Book.**

PAPER-5MC

PRODUCT AND BRAND MANAGEMENT

GROUP- A

Answer any *two* questions from the following

12×2 = 24

1. Explain the process of New Product Development. Also, discuss the importance of packaging in marketing a product. 6+6
2. Explain in detail the methods of estimating market and sales forecasting. 12
3. Explain in detail how a product-focused organization is different from a market-focused organization. Also, point out factors influencing the design of the product. 12
4. Define “Brand Value”. How brand value is established in the market? What are the steps involved in brand building? 3+4+5

GROUP-B

5. Answer any *four* questions from the following: 6×4 = 24
 - (a) Write a detailed note on “designing and sustaining branding strategies”. 6
 - (b) Discuss brand asset valuation model. 6
 - (c) Explain the reasons for failure of new products. Give examples. 6
 - (d) How celebrity endorsement helps in brand positioning? 6
 - (e) Depending on stages of the product life cycle explain the strategies for each stage. 6
 - (f) What are the factors that affect product management decisions? 6

GROUP-C

6. Answer any *four* questions from the following: 3×4 = 12
 - (a) What is brand reinforcement? 3
 - (b) Define product-line and product-mix. 3

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| (c) What is Celebrity Endorsement? | 3 |
| (d) Mention any two advantages of Labelling. | 3 |
| (e) Explain the term Product line extension. | 3 |
| (f) Define product planning. | 3 |

PAPER-5HC

ORGANIZATIONAL DEVELOPMENT

GROUP- A

Answer any *two* questions

12×2 = 24

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| 1. | Define Organizational Development. Differentiate between transactional and transformational change in organizational development. | 4+8 |
| 2. | What is an OD intervention? Give an overview of the intervention design process. | 4+8 |
| 3. | “Action research sets in motion a long range, cyclical, self-correcting mechanism for maintain and enhancing the effectiveness of the client’s system by leaving the system with practical and useful tools for self-analysis and self-renewal.” – Explain the statement. | 12 |
| 4. | Discuss the factors that stimulates change in the organization. How does the planned change in working practice support institutional and departmental strategies? | 12 |

GROUP- B

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| 5. | Answer any <i>four</i> questions: | 6×4 = 24 |
| | (a) What are OD assumptions? | 6 |
| | (b) Write a note on essential Professional Values and Ethics of an effective OD Practitioner. | 6 |
| | (c) Describe the effectiveness of Techno-structural interventions in organizations. | 6 |
| | (d) Write short note on ‘crisis management’. | 6 |
| | (e) As an OD practitioner how do you collect and analyze Diagnostic Information? | 6 |
| | (f) Explain different steps of Kurt Lewin Model of Planned Change. | 6 |

GROUP- C

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| 6. | Answer any <i>four</i> questions: | 3×4 = 12 |
| | (a) What do you mean by feeding back of diagnostic information? | 3 |
| | (b) Define Business Process Reengineering. | 3 |
| | (c) What is Third-Party Intervention? Explain. | 3 |
| | (d) Write short note on Gestalt Approach to team building. | 3 |
| | (e) Distinguish between effectiveness and efficiency. | 3 |
| | (f) What do you mean by grid training? | 3 |

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