

B.Com. DEGREE (CBCSS) EXAMINATION, NOVEMBER 2010**Third Semester****PRODUCT AND BRAND MANAGEMENT**

(Common for Model I B.Com. Optional Stream Marketing and Model II B.Com. Optional Stream Marketing)

Time : Three Hours

Maximum Weight : 25

Answers may be written either in English or in Malayalam.

Section A

This section consists of four bunches of four questions each.

Each bunch carries a weight of 1.

Answer all questions.

I. Choose the correct answer from the choices given :

1 Producers are identified by their _____ names.

- (a) Brand. (b) Company.
(c) Goods. (d) Distributors.

2 Strategic marketing planning involves :

- (a) Marketing objectives and Strategies.
(b) Segmentation and trade mark.
(c) Marketing mix.
(d) All of these.

3 Different types of products packaged in a single packaging is called :

- (a) Consumer packaging. (b) Multiple packaging.
(c) Family packaging. (d) National packaging.

4 Brand name denotes the qualities of a product but trade market denotes the :

- (a) Customer. (b) Producer.
(c) Middlemen. (d) Wholesaler.

II. Fill in the blanks :

5 A period during which a product lives in the market is termed as _____.

6 _____ identifies the product and distinguishes it from other competing products.

7 Under _____ package, the manufacturer packs all his products in a uniform style and manner.

8 Free samples are given to customers to introduce a _____.

Turn over

III. State whether the following statements are True or False :

- 9 Product development means production of goods.
- 10 Marketing is essentially a selling activity.
- 11 System of using single brand for all the products of the company is called family brand.
- 12 Advertising is a personal communication of messages.

IV. Match the following :—

- | | |
|---------------|---------------------|
| 13 Bialeri | (a) HUL. |
| 14 Brook Bond | (b) Brand name. |
| 15 Perk | (c) Drinking water. |
| 16 Blackberry | (d) HLL. |
| | (e) Footwear. |
| | (f) Mobile phone. |

(4 × 1 = 4 weight)

Section B

V. Answer any *five* questions, each question carries a weight of 1 :

- | | |
|---|----------------------------------|
| 17 Define product planning. | 18 What is test marketing ? |
| 19 What is meant by product positioning ? | 20 What is penetration pricing ? |
| 21 What is Re-use package ? | 22 What is co-branding ? |
| 23 What is product policy ? | 24 What is core product ? |

(5 × 1 = 5 weight)

Section C

VI. Answer any *four* questions, each question carries 2 weights. Answers should not exceed *half a page* :

- 25 Explain briefly the various functions of marketing management.
- 26 Explain briefly the steps to be followed in new production introduction.
- 27 Define product mix. Explain the various dimensions of product mix.
- 28 What is perceptual mapping ?
- 29 What are the different stages in PLC ?
- 30 What is branding ? Explain the characteristics of a good brand.

(4 × 2 = 8 weight)

Section D

VII. Answer any *two* questions. Each question carries a weight of 4. Each answer should not exceed *four pages* :

- 31 Define packaging. What are the important functions of packaging the products ?
- 32 Explain the different forms of market segmentation.
- 33 What is brand equity ? What are its components and how it can be measured ?

(2 × 4 = 8 weight)