

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

MBA II Year I Semester Supplementary Examinations January/February-2025

PRODUCT AND BRAND MANAGEMENT

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

- 1 a Apply and explain the concept- levels of product on any household product. CO1 L3 5M
b What is product? Explain in detail about the product lines and product mix CO1 L2 5M

OR

- 2 a What is meant by universal product codes? Explain its benefits in organizations. CO1 L1 5M
b Barcodes are often overlooked as a method for cutting costs and saving time –justify. CO1 L1 5M

UNIT-II

- 3 a What is brand identity prism? Illustrate with the product “Dove” CO2 L3 5M
b Elaborate the sources of brand identity and explain in detail about the differences between brand identity and brand image. CO2 L2 5M

OR

- 4 a A brand is much more than a product- Critically evaluates the statement. CO2 L3 5M
b Brand identity is the total proposal/promise that an organization makes to consumers – justify your answer. CO2 L4 5M

UNIT-III

- 5 What is brand personality? Elucidate the role played by brand personality in Promoting products. CO3 L2 10M

OR

- 6 What are brand loyalty programmes? Explain brand loyalty programmes in pharmaceutical Brands. CO3 L3 10M

UNIT-IV

- 7 a Design the steps to create a good brand identity of Indian Tea products. CO4 L6 5M
b How will you measure brand image of a product? List out the steps you will follow. CO4 L5 5M

OR

- 8 a “Brand is the most enduring asset of Organization.” Elaborate this statement with reference to „Brand Equity“. CO4 L4 5M
b Elaborate on “Brand Equity” and discuss various methods measuring Brand Equity in detail. CO4 L2 5M

UNIT-V

- 9 a Explain the importance of branding in customer sector. CO5 L1 5M
b List out the features of banding in the customer sector with two examples of your choice. CO5 L4 5M

OR

- 10 a Discuss the guidelines for building a strong industrial brand. CO5 L1 5M
b List the different problems involved in managing brands in the industrial sector. CO5 L3 5M

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

Vaibhav and Rajan are two enterprising youth. They have passed out from a premier management institute. They decided instead of doing a job, they will launch fresh vegetables in Indian Marketing. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Vaibhav and Rajan fundraising was a serious handicap for Mass Production. However, the first trial batch of mushrooms that they produced was bought by star hotel in Pune. Further, the hotel placed orders for supply of 20kgs every day. Vaibhav and Rajan want to sell mushrooms in a very big way all over India

Questions::

- i) How will you guide Vaibhav and Rajan in
 - a) Product strategies
 - b) Brand Positioning
 - c) Brand Strategies.

*** END ***