

Question Paper Pattern for Semester End Examination (75 Marks)

- There will be Six Questions in all.
 - Q1 would be compulsory and would carry 20 Marks
 - Q8 would be compulsory and would carry 15 Marks
 - In addition to Q1 and Q8, there would be six questions (Q2, Q3, Q4, Q5, Q6 and Q7). Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
 - Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.
1. Products that are usually purchased due to adversity and high promotional back up rather than desire are called:
 - A. Sought goods
 - B. Unique goods
 - C. Unsought goods
 - D. Preferred goods
 2. Luxury products, such as Rolex watches, are also known as:
 - A. Shopping product
 - B. Convenience product
 - C. Emergency product
 - D. Specialty product
 3. Which of the following is NOT included as a basic idea in the definition of marketing concepts?
 - A. Total company effort
 - B. Profit
 - C. Productivity
 - D. Customer satisfaction
 4. If two different brands are distributed by one company, it is considered under:
 - A. Wholesale
 - B. Co-branding
 - C. Joint venture
 - D. Merger
 5. An organization with several product lines has which one of the following mix that consists of all the product lines and items which a particular seller offers for sale?
 - A. Product Mix
 - B. Brand Mix
 - C. Consumer Mix
 - D. Packaging Mix
 6. In the of Product Life Cycle the demand goes up, size of the market expands, sales and profits increases:

- A. Introduction Stage
 - B. Growth Stage
 - C. Maturity Stage
 - D. Decline Stage
7. The of Product Life Cycle normally keeps on lasting for a longer period than other stages and sales level falls flat due to market saturation:
- A. Introduction Stage
 - B. Growth Stage
 - C. Maturity Stage
 - D. Decline Stage
8. A brand is a
- A. Name.
 - B. Term.
 - C. Sign.
 - D. A combination of all of the above.
9. are goods with high volume, low unit value and fast purchase
- A. soft goods
 - B. FMCG
 - C. Consumer durables
 - D. Services
10. Which of the following is stage of Product Life Cycle?
- A. Introduction Stage
 - B. Growth stage
 - C. Decline stage
 - D. All of the above
11. When a new product arrives in the market with higher quality, higher value and new features better than its competitors. Such products are known as
- A. Superior products
 - B. Develop superior products
 - C. Unique superior products
 - D. New products
12. Which of the following is not a characteristic of “Market Introduction Stage” in PLC?
- A. Demands has to be created
 - B. Costs are low
 - C. Makes no money at this stage
 - D. Slow sales volume to start

13. Increased competition leads to price decrease, increasing public awareness, sales volume increase significantly are the characteristics of _____ in PLC.

- A. Mature stage
- B. Decline stage
- C. Growth stage
- D. Market introduction stage

14. Products possess special attraction to the consumers

- A. Shopping goods
- B. Specialty goods.
- C. Convenience goods
- D. Accessories

15. A group of products that are closely related called _____.

- A. product Mix.
- B. product line.
- C. product items.
- D. product diversification.

16. Price and competition is increasingly servers in _____.

- A. decline stage.
- B. growth stage.
- C. maturity stage.
- D. introduction stage.

17. Identify the one which comes under service marketing _____.

- A. insurance.
- B. motor cars.
- C. refrigerators.
- D. television.

18. Which of the following is not the source of product ideas?

- A. Research and development personnel
- B. Marketing personnel
- C. Associated companies in other countries
- D. Accountants

19. The type of branding used for introducing new products in an existing lineup, is called?

- A. Individual brand
- B. Umbrella brand
- C. Private Label
- D. Family brand

20. USP stands for ____ and is an important advantage of branding

- A. Unique Selling Proposition
- B. Unequal Selling Pitch
- C. Unidentified Shuttle Position
- D. Unmanned Space Probe

Q2 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) Define Product. Explain its levels
- b) Write brief note on: - Functions Of Product Managers
- c) What are Factors Affecting Product Mix?

Q3) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) Explain in brief General Electric Nine Cell Matrix
- b) What are the strategies concerning the stage of Product Life Cycle?
- c) Write in detail New Product Development Process

Q4) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What are the ways of Consumer Goods Market Testing?
- b) Write in brief management implications of PLC.
- c) What are the Challenges of Branding?

Q5) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What is Brand Architecture?
- b) Write a note on Corporate Brand.
- c) Explain in brief The Two-Dimensional Kapferer Brand Identity Prism.

Q6) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What are Types Of Brand Names?
- b) Explain in detail about Brand Equity
- c) With help of example write a note on Brand Extension.

Q7) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What are decisions taken at the time of Product Launch?
- b) Explain in brief the Business Analysis in NPD.
- c) Write a detail note on Branding.

Q8) Any three from (a) or (b) or (c) or (d) ----- (5x3) = 15 Marks

Write Short note on

- (a) Write a detailed note on BCG Matrix.
- (b) Define Product Mix in detail and elaborate the concept of product mix.
- (c) How will you conduct business analysis for developing new products?
- (d) Write a detailed note GE Nine Cell Matrix.

