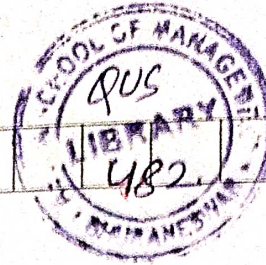


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Total Number of Pages : 02

MBA  
18MBA402A

4<sup>th</sup> Semester Regular / Back Examination: 2022-23  
SUBJECT: Product & Branding Management  
MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM  
Time : 3 Hour  
Max Marks : 100  
Q.Code : M205

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is brand positioning?
- What do you mean by Line extension?
- What is brand reinforcement?
- What is co-branding?
- Define Brand Identity prism.
- What is product life cycle?
- Define emerging market.
- What is brand ethics?
- Explain FMCD products and give one example.
- What is marketing-mix?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

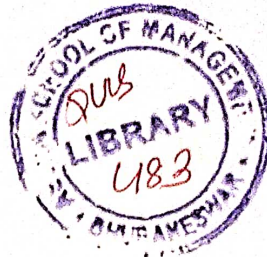
- Discuss the challenges and opportunities that the emerging Indian market presents for product managers. Provide examples to support your arguments.
- What is a product? Explain the various types of products.
- Explain the concept of the Product Life Cycle (PLC) and its various stages. How does a company's marketing strategy need to evolve as a product progresses through each stage?
- Define the concept of product management and its significance in the modern business landscape. How does it differ from traditional product development approaches?
- Define brand architecture. Discuss the advantages and challenges of various brand architecture models, considering their impact on consumer perception.
- Define brand equity and its components. Explain how brand equity contributes to the overall valuation of a company.
- What is brand rejuvenation? Discuss the various risks that are expected from a brand during rejuvenation process.

- h) Discuss the key factors that contribute to the success and failure of a brand. Provide a brand example.
- i) Briefly outline the key stages involved in the process of brand building.
- j) Discuss the significance of each stage and the challenges associated with bringing a new product to market.
- k) What is brand identity? Explain the various brand identity traps with suitable examples.
- l) What is brand personality? How companies create brand identity?

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 a) Describe the various dimensions used for classifying products. (8x2)
- b) How do these classifications influence the product management strategy within a company?
- Q4 a) Define brand loyalty and explain its significance for Indian businesses. (8x2)
- b) Discuss the strategies that companies can employ to foster and maintain brand loyalty among customers.
- Q5 a) Explain the concept of product mix and product line decisions. (8x2)
- b) How can a company effectively manage its product mix to cater to diverse customer needs while maintaining a coherent brand identity? Illustrate with real-world examples.
- Q6 a) Explain the transformative impact of social media on branding strategies. (8x2)
- b) Discuss how brands leverage various social media platforms to engage with consumers, create brand communities, and amplify brand messages.



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Registration No:

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Total Number of Pages : 02

MBA  
18MBA403A / 18PTMBA603A

**SUBJECT : B2B MARKETING**  
MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM, MBA(PT)

Time : 3 Hour

Max Marks : 100

Q.Code: M403

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions :**

(2 x 10)

- State the role of gatekeeper in buying center.
- Explain derived demand in B2B marketing with a suitable example.
- Differentiate between modified rebuy and straight rebuy.
- What is a value-added reseller?
- Mention two inventory management methods used in business marketing.
- Outline the steps in B2B buying process.
- Differentiate between tender and quotation.
- Highlight the differences between FOB and ex-factory price.
- Outline the functions of order processing in B2B.
- Explain the initial stage in the purchase decision making process.

**Part-II**

**Q2 Only Focused-Short Answer Type Questions-(Answer Any Eight out of Twelve) (6 x 8)**

- Explicate the factors affecting pricing decisions in B2B marketing.
- Effective sales force management is fundamental to the firm's success. Comment.
- How can B2B companies use relationship marketing?
- Discuss the role of branding in business marketing.
- Distinguish between macro segmentation and micro segmentation in B2B marketing.
- Discuss the negotiation strategies a B2B firm should devise in order to boost the sales.
- Explain the key factors that influence B2B buying decisions.
- Describe the differences between B2B and B2C marketing with examples.
- Elaborate the role of various types of business intermediaries.
- Explain the functions of a buying center.
- What is value creation? Why is value creation important in B2B?
- Discuss the online strategies to target your B2B audience.



**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** A large consumer goods company recently entered the business market with a new product with broad industrial application. They must develop a channel of distribution through which the product will be sold. Discuss the key factors the company must evaluate while designing the channel. **(16)**
- Q4** What is the significance of logistics management in B2B marketing? Elucidate the logistics activities in supply chain management. **(16)**
- Q5** What are the objectives of B2B branding? Discuss the branding strategies a B2B computer hardware company should devise in order to build customer loyalty and promote its business. **(16)**
- Q6** What are the different types of channel intermediaries in business-to-business marketing? Briefly explain the functions performed by the channel partners in business marketing. **(16)**

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA401A

4<sup>th</sup> Semester Regular/ Back Examination: 2022-23

SUBJECT: Retail Management

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM

Time: 3 Hours  
Max Marks: 100  
Q.Code: M559

Answer Question No.1 (Part-1), which is compulsory, any eight from Part II and any two from Part III.

The figures in the right-hand margin indicate marks.

**Part-I**

**Q1** Answer the following questions: (2 x 10)

- a) What do you mean by store design?
- b) Write two important aspects of pricing in retailing.
- c) Define the term multi-channel retailing.
- d) What do you mean by chain store?
- e) Define the term store layout.
- f) What is a convenience store?
- g) What is GMROI?
- h) What is licensing?
- i) Define the term distribution centres.
- j) What is retail promotion mix?

**Part-II**

**Q2** Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain the concept of the retail mix and its components.
- b) What is visual merchandising, and how does it impact customer experience?
- c) Discuss the differences between organised and unorganised retailing.
- d) Define retail management and explain its importance in the current business environments.
- e) Describe the advantage of E-retailing over store-based retailing.
- f) What are the factors that a retailer needs to take into account while designing a store?
- g) What are the factors that influence retail consumer behaviour?
- h) Explain the concept of the retail strategic planning process in detail.
- i) Explain the concept of atmospherics in retail. Discuss the components of retail store atmospherics.
- j) Discuss the role of technology in enhancing the in-store shopping experience.
- k) Explain the concept of the retail marketing mix (4Ps) and how it differs from the traditional marketing mix.
- l) Describe the steps involved in developing a retail business plan.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3 a) Analyse and state in detail the factors that are considered in finalising a proper store location. (8x2)
- b) What do you understand by the term retailer? Explain the duties and responsibilities of a retail store manager in today's competitive era.
- Q4 a) Why the use of visual merchandising is increasing day by day? Explain the objective and different elements that make up effective visual Merchandising. (8x2)
- b) Discuss the role of branding in retail and how it influences customer purchasing decisions?
- Q5 a) What are the types of buying decisions in retail marketing? Illustrate with suitable examples. (8x2)
- b) What do you mean by retailing? Explain the store and non-store-based retailers with suitable examples.
- Q6 a) How do retailers determine the optimal pricing strategy for their products? Discuss different pricing strategies retailers can employ. (8x2)
- b) What are the challenges and opportunities associated with international retail expansion?