



Roll no.....

End Semester Examination, December 2024
BBA– 5th Semester
Product Strategy and Management (SMMC624A)

Time: 2.5 hrs.

Max Marks: **50**

Note: ***All Questions are compulsory.** Marks are indicated against each question.*

PART-A

Q.1 *First question will consist of 7 small questions covering entire syllabus out of which student has to attempt 5 questions and understanding level will be assessed.*

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|--|-------------|---|
| (a) Explain the concept of the Product Life Cycle (PLC). | [CO-1] [L2] | 2 |
| (b) Describe the significance of product positioning in competitive markets. | [CO-1] [L2] | 2 |
| (c) List the various stages involved in New Product Development (NPD). | [CO-1] [L2] | 2 |
| (d) What is the role of a product manager in brand management? | [CO-1] [L2] | 2 |
| (e) Define brand equity and its importance to organizations. | [CO-1] [L2] | 2 |
| (f) Briefly explain the concept of co-branding. | [CO-1] [L2] | 2 |
| (g) Discuss the purpose of test marketing in the commercialization phase. | [CO-1] [L2] | 2 |

2x5

PART-B

Q.2 Explain how product differentiation strategies impact consumer perception in various market contexts. Illustrate with examples. [CO-2] [L4]

OR

Analyze the strategies suitable for different stages of the Product Life Cycle (PLC), and discuss their managerial implications. [CO-2] [L4]

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Q.3

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Evaluate the significance of the New Product Development (NPD) process and describe factors that can influence its success or failure. [CO-3] [L5]

OR

Discuss the concept of ideation and customer insights in NPD. How does understanding customer needs contribute to the success of new products? [CO-3] [L5]

Q.4 Explain Keller's Customer-Based Brand Equity (CBBE) model and its application in building strong brands. [CO-4] [L5]

OR

Describe Aaker's Brand Equity Model and how it can be used to assess brand loyalty and brand associations. [CO-4] [L5]

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Q.5 Analyze the role of brand valuation and its techniques in evaluating brand performance. Discuss the factors affecting brand loyalty. [CO-5] [L4]

OR

How does cause marketing contribute to building brand equity? Provide examples to support your answer. [CO-5] [L4]

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