



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR**

Semester : 4th Sem. MBA

Batch : 2024-26

Subject : Product & Branding Management

Subject Code : MBPC4002

Date : 10.03.2026

Special Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section- A

1. **Answer any four out of following questions.** **[4 x 2 = 8]**
- a) Define product management. [CO1]
 - b) What is meant by product positioning? [CO1]
 - c) Explain the meaning of product line stretching with examples. [CO1]
 - d) What do you understand by a prototype? [CO4]
 - e) Distinguish between fashion and fad. [CO4]

Section-B

2. **Answer any two questions out of following** **[2 x 6= 12]**
- a) Explain product classification with suitable examples. [CO1]
 - b) Describe the stages of the Product Life Cycle (PLC) and suggest appropriate marketing strategies for any two stages. [CO4]
 - c) Discuss the role and functions of a Product Manager in a product-oriented organization. [CO1]

Section-C

3. **Answer any one out of following questions.** **[1 x 10= 10]**
- a) Discuss the stages of New Product Development in detail. [CO4]
 - b) Go through the caselet given below and answer the question that follows:
An Indian personal care company operating in the beauty and hygiene segment has gradually built a diversified product portfolio over the years. The company currently offers products across three major product lines: Hair Care, Skin Care, and Oral Care. Under Hair Care, it markets shampoo, conditioner, and hair oil. The Skin Care line includes face wash and moisturizer, while the Oral Care segment consists of toothpaste. Within the shampoo category, the company has introduced multiple variants to cater to different consumer needs. The product is available in three pack sizes—50 ml, 100 ml, and 200 ml—and in three functional variants: herbal, anti-dandruff, and protein-enriched formulations. This has allowed the firm to serve various customer segments in terms of both price sensitivity and hair-care preferences. However, the company is now experiencing intense competition from multinational brands offering technologically advanced products, aggressive promotions, and wider distribution networks. As a result, management is evaluating strategic changes in its product portfolio. The proposed changes include introducing a new men's grooming line, adding premium variants within the existing shampoo category, discontinuing underperforming SKUs to improve operational efficiency, and expanding into the baby care segment to capture new market opportunities. The company must carefully evaluate its product mix decisions—specifically its width, length, and depth—to strengthen its competitive position and improve profitability in the evolving Indian personal care market.
Question: With reference to the above case, analyse the company's product mix in terms of width, length and depth. Also recommend suitable product mix modifications to improve competitiveness. [CO1]

All the Best



Semester : 4th Sem. MBA
Batch : 2024-26
Subject : Consumer Behaviour
Subject Code : MBPC4001

Date : 11.03.2026
Special Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section- A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a. Explain routine response buying behavior with one example. [CO1]
 - b. What is advertising wear out? [CO1]
 - c. What is AIDA? [CO1]
 - d. Write the concept of stimulus generalisation? [CO1]
 - e Differentiate between a customer and a consumer. [CO1]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a. Describe classical conditioning and strategic application. [CO1]
 - b. Explain the Black Box (Stimulus–Response) Model of consumer behaviour. [CO1]
 - c. Elaborate Cognitive Learning Theory with suitable example. [CO1]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a. What is psychographic segmentation strategy? Briefly explain VALs [CO1]
 - b. Discuss the structure of personality (Id, Ego, Superego) and analyse how this theory helps marketers understand consumer motives and buying behaviour, using appropriate examples. [CO2]

All the Best