



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES
4th SEMESTER (BATCH 2018-20)
CLASS TEST - I

Product & Branding Management (18MBA402A)

Total Marks : 15

Time: 1 Hour

Q1. Define the following :

(5X1 Mark)

- (a) Product mix
- (b) Product repositioning
- (c) Counterfeit products
- (d) Grey market
- (e) Penetration pricing

Q2. Answer any two of the following questions:

(2X2½ Marks)

- (a) Explain features of “Fast Moving Consumer Goods”.
- (b) “Imitation is also profitable as innovation”. Is it true? If yes, explain in the context of strategies adopted by follower firms.
- (c) What do you mean by Product Positioning ? What are the steps involved in it?

Q3. Answer any one of the following :

(1X5 Marks)

- (a) Identify a new product which became success in the market recently. Find out reasons for its success.
- (b) Draw the PLC curve neatly & explain the implications of profit in each stage. Why profits peak before peak sales ?
