



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

**Product & Branding Management (18MBA402A)**

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

Q1. Explain the Terms:

(5X1 Mark)

Q2. Answer the following questions briefly.

(2X2½ Marks)

Q3. Answer the question elaborately.

(1X5 Marks)

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