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Total Number of Pages: 02

Course: IMBA
Sub Code: 16IMN903A

9th Semester Regular / Back Examination: 2022-23

SUBJECT: Product & Branding Management

BRANCH(S): IMBA

Time: 3Hours

Max Marks: 100

Q.Code: L102

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 is Product Mix?
- b) What do you understand by brand extension?
- c) Differentiate between Family brands VS individual brands.
- d) Define co-branding.
- e) What is Brand rejuvenation?
- f) What is Brand loyalty?
- g) What is ethical branding?
- h) How do brands differ from products?
- i) Differentiate between convenience goods vs shopping goods.
- j) Define Brand Resonance.

Part-II

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

- a) What are the factors that affect Product Management Decisions?
- b) What is a product? Classify products based on various criteria.
- c) What do you mean by strategic brand management? Explain the process involved in it.
- d) Explain in detailed the strategies adopted by the marketer in the brand life cycle.
- e) Define "brand" and explain why a dynamic branding strategy is essential in today's competitive marketing environment. Discuss the relative importance of the Six key elements of branding.
- f) What is Brand Prism? Discuss the importance of Brand Prism in evaluating consumer perceptions of a brand's image using an example from the automobile sector.
- g) Explain the differences between Brand Positioning and Brand Repositioning in the context of dynamic markets.
- h) Explain the concept and process of Brand building.
- i) How are Brand image and Brand personality interrelated?

- j) Highlight the importance of following elements in building a Brand by giving suitable examples in each case
 - Brand symbol
 - Brand Logo
 - Packaging
 - Slogans
- k) Write short notes:
 - (a) Social media Branding
 - (b) Ingredient Branding
- l) What do you understand by industrial goods? How are they different from shopping goods?

Part-III

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

- Q3 a. What is product life cycle and its successive stages? Critically evaluate different marketing strategies adopted by the firm in various stages of the PLC. (8x2)
- b. Differentiate among the lines, the product line, product mix, and product width. As the marketing manager of an FMCG company, what strategies do you apply for better results?
- Q4 a. Discuss the 'Customer-Based Brand Equity Pyramid' model of strategic branding & explain different hierarchical steps and the movement of brands therein. (8x2)
- b. What is meant by the terms 'brand hierarchy' and 'brand architecture'? Discuss different types of brand architecture that companies can adopt for their brands. Use examples to illustrate your answer.
- Q5 a. Discuss the factors which contribute to the success and failure of a Brand in the marketplace by picking one example each of FMCG and Consumer electronics. (8x2)
- b. What is the difference between revitalization and reinforcement of a brand, with the help of relevant examples from your everyday life?
- Q6 a. What is Brand Equity? What are its sources? How it can be measured? explain the need of brand equity in the market now-a-days both for the customer and marketer? (8x2)
- b. What is co-branding? what type of companies can draw benefit from co-branding. Also mention different types of co-branding.

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Course: IMBA
Sub Code: 16IMN902A

9th Semester Regular/Back Examination: 2022-23

SUBJECT : Retail Management

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : L165

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)

- Define a convenience store with example
- How a speciality store is different from a super market?
- What do you understand by limited problem solving behaviour?
- Point out the major factors affecting retail location decisions.
- Define a discount store with suitable examples
- What do you understand by SKUs?
- Define visual merchandising.
- Point out the elements of retail marketing mix
- How do you define penetration pricing?
- Differentiate between pull promotion and push promotion strategy of retailing.

Part-II

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

- Briefly discuss the factors behind the growth of organised retailing in India.
- Discuss the main objectives of a good store design
- Write a note on various sales promotion schemes adopted by retail business in India
- Discuss the advantages and disadvantages of rate of return pricing.
- Suggest various retail communication mix for a super market recently opened in your area.
- Explain why planograms are used in retail stores.
- Describe with suitable examples how atmospherics and aesthetics influence retail store interiors.
- Discuss the elements of brand equity. How it benefits a retail unit.
- You are going to set up a departmental store, what factors will you consider to select your location.
- Define retail brand extension. What are its advantages and disadvantages?
- Discuss cost plus pricing method with its merits and drawbacks.
- Explain the factors affecting the choice of retail communication methods.

Part-III

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

- Q3** You are going to buy a smart phone from a retail store, explain the various factors that will influence your buying decisions. **(16)**
- Q4** Critically examine the factors retailers consider when evaluating an area for opening a retail store. **(16)**
- Q5** Evaluate the applications of information technology in retail sector. Discuss the advantage of IT for the growth of retail sector in India **(16)**
- Q6** Choose a successful Indian company of your choice which has achieved a phenomenal growth in retailing and explain its retailing strategies adopted in India. **(16)**

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Course: IMBA
Sub Code: 16IMN901A

9th Semester Regular Examination: 2022-23

SUBJECT : Service Marketing

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : L161

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)

- Differentiate between standardization and customization.
- Define and explain customer life time value.
- How remote encounter is different from face to face encounter?
- What are the components of service marketing triangle? Sketch their relationship.
- Differentiate between augmented service and potential service. Give example.
- What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- Can service be packaged? Justify your answer.
- What do you mean by zone of tolerance?
- What do you understand by service failure?
- In what way outsourcing helps in service operation?

Part-II

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

- Why service providers link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.
- The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.
- Companies often find pricing of services more difficult than pricing of goods. Explain various approaches for pricing of services.
- "Matching capacity and demand is difficult in Service Marketing as services cannot be stored". Explain different strategic approaches for Managing Supply and demand for services.
- Explain the role of visibility in service design.
- How can a service marketer make use of data mining to improve its performance?
- Define service quality. Explain the GAP Model of service quality in the context of Indian Railways.
- Explain the process of service delivery by "Zomato".
- What is single window service concept? Explain.

- j) What do you mean by service encounter? Discuss the various types of service encounters.
- k) State the implications of service characteristics in financial sector with suitable examples.
- l) Explain the different types of intermediaries in service distribution channel.

Part-III

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

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| Q3 | “Services are deeds, acts or Performances”. Explain the statement in the perspective of Service Marketing. Make a comparative analysis between Goods and Services highlighting the characteristics of services. | (16) |
| Q4 | Explain the role of CRM and outline the customer retention strategies in service marketing in the context of hotel industries. | (16) |
| Q5 | What is SERVQUAL? Using this scale how can you measure and compare public and private hospitals of your city? Explain appropriate components of each scale. | (16) |
| Q6 | What do you mean by service blue printing? Map a flow chart or service blue print of an Automated Teller Machine (ATM) for delivery of cash. | (16) |