



# **INSTITUTE OF AERONAUTICAL ENGINEERING**

(Autonomous)

Dundigal, Hyderabad - 500 043

## **MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK**

<b>Course Name</b>	:	<b>PRODUCT AND BRAND MANAGEMENT</b>
<b>Course Code</b>	:	<b>CMB417</b>
<b>Class</b>	:	<b>MBA IV SEMESTER</b>
<b>Branch</b>	:	<b>MBA</b>
<b>Academic Year</b>	:	<b>2017– 2018</b>
<b>Course Coordinator</b>	:	<b>Ms. Azara, Assistant Professor, MBA</b>
<b>Course Faculty</b>	:	<b>Ms. Azara, Assistant Professor, MBA</b>

### **COURSE OBJECTIVES(CO'S):**

**The course should enable the students to:**

I	Increase the understanding of the important issues in planning and evaluating product and brand strategies.
II	Provide “real world” experience and understanding of product and branding strategies and understand product and branding concepts from the consumer’s point-of-view.
III	Understand the work with the appropriate theories, models and other tools to ensure better branding decisions, and to make these concepts relevant for any type of organization.
IV	Explore contemporary issues in product and branding development and sustainability and to provide a strategic approach to product and branding issues.

### **COURSE LEARNING OUTCOMES:(CLO's)**

**Students, who complete the course, will have demonstrated the ability to do the following:**

CMB417.01	Know about the new product development and also about the innovative and creative products in the market.
CMB417.02	Able to understand about the benefits of packaging by different kind of materials and also functions of packaging.
CMB417.03	Understand the different growth strategies which are followed in an organization.
CMB417.04	Familiarize the different concepts of product map, joint space maps and market mapping.
CMB417.05	Able to understand about the role of research and development process in marketing.
CMB417.06	Know about the diffusion of innovation theory and its limitations.
CMB417.07	Understand about the adoption process and also its different stages of adoption process.
CMB417.08	To provide the complete knowledge about the brand resonance and brand response.
CMB417.09	Able to gain the knowledge about the brand identity and its applications in an organization.
CMB417.10	Familiarize with the brand management and also the benefits of branding and concept of online branding.
CMB417.11	Know about the global franchising and also the advantages and disadvantages of global franchising.
CMB417.12	Able to understand about the brand audit and the process of brand audit.
CMB417.13	Understand concepts & processes involved in new product development & on brand building brand reinforcement.
CMB417.14	Understand test marketing, product introduction and brand image.
CMB417.15	Know about the brand equity and also have an idea about the different ways of customer brand equity.
CMB417.16	Able to understand about the Brand Revitalization and also brand reinforcement.

CMB417.17	Familiarize students with applications of new product management, planning and policy techniques, essentials of branding and approaches to effective branding strategy.
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### TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
<b>UNIT-I</b>			
<b>PRODUCT CONCEPTS</b>			
<b>PART-A (SHORT ANSWER QUESTIONS)</b>			
1	Define product.	Remember	CMB417.01
2	Write about the product mix and describe about the four dimensions of product mix.	Understand	CMB417.01
3	Define about the product market mix strategy.	Understand	CMB417.01
4	Write a short note on product line and give an example.	Remember	CMB417.02
5	What is meant by packaging?	Understand	CMB417.02
6	Write any two functions of packaging?	Analyze	CMB417.02
7	List different types of packaging.	Understand	CMB417.02
8	Define product modification.	Remember	CMB417.02
9	Describe about the major ways of product modification.	Analyze	CMB417.01
10	Write a short note on new product development.	Remember	CMB417.02
11	Define idea generation.	Understand	CMB417.02
12	Write about the concept of test marketing.	Remember	CMB417.01
13	Write a note on product innovation	Understand	CMB417.01
14	List out the models for new product development	Remember	CMB417.02
15	Write about the Generic Product Development Process	Analyze	CMB417.03
<b>PART-B (LONG ANSWER QUESTIONS)</b>			
1	Define product? Describe about the product market mix strategy in detail.	Understand	CMB417.01
2	Write in detail about the generic product development process.	Remember	CMB417.01
3	Describe in detail about the theory for new product development.	Understand	CMB417.03
4	Define packaging? write about the functions, importance of packaging	Remember	CMB417.01
5	Describe in detail about the product modification?	Understand	CMB417.01
6	Write about the new product development and describe about the stages in new product development?	Remember	CMB417.02
7	Define product innovation? Explain about the advantages and disadvantages of product innovation?	Understand	CMB417.02
8	Describe in detail about the models of new product development	Understand	CMB417.01
9	Write in detail about the packaging ? And write about the types of packaging materials	Remember	CMB417.01
10	Explain in detail about the stage -gate model .	Understand	CMB417.02
<b>UNIT-II</b>			
<b>NEW PRODUCT DEVELOPMENT</b>			
<b>PART-A(SHORT ANSWER QUESTIONS)</b>			
1	Write about the new product development.	Remember	CMB417.03
2	Define Market penetration	Understand	CMB417.03
3	List different types of growth strategies.	Remember	CMB417.03
4	Discuss about the Integrative strategy.	Remember	CMB417.04
5	Explain about design for manufacturing.	Understand	CMB417.04
6	Describe about the intensive growth strategies.	Remember	CMB417.04

<b>S. No</b>	<b>QUESTION</b>	<b>Blooms Taxonomy Level</b>	<b>Course Learning Outcomes (CLOs)</b>
7	Define product maps.	Understand	CMB417.04
8	Define Growth strategy	Understand	CMB417.04
9	Discuss about the Diversification strategy	Remember	CMB417.05
10	Explain in detail about the market mapping.	Understand	CMB417.05
11	Define about the concept testing	Understand	CMB417.05
12	Discuss about the idea screening.	Remember	CMB417.05
13	Write about the concept selection.	Remember	CMB417.06
14	Write about the concept of idea screening.	Understand	CMB417.06
15	Describe about the quality checks.	Remember	CMB417.06
<b>PART-B (LONG ANSWER QUESTIONS)</b>			
1	Describe about the different types of growth strategies in detail.	Remember	CMB417.04
2	Discuss in detail about the concept testing and concept selection	Remember	CMB417.04
3	Explain about the design for manufacturing	Understand	CMB417.04
4	Describe about the shell international product portfolio analysis	Understand	CMB417.05
5	Explain about the intensive growth strategies and integrative growth strategies in detail	Remember	CMB417.05
6	Describe in detail about the BCG matrix and also explain the strategies based on BCG matrix	Understand	CMB417.5
7	Explain in detail about the role of research and development process in marketing.	Remember	CMB417.05
8	Discuss about the concepts of product map, joint space maps and market mapping	Understand	CMB417.05
9	Describe about the ad little product portfolio analysis and write about the life cycle stages	Remember	CMB417.06
10	Discuss in detail about the GE McKinsey Matrix	Remember	CMB417.06
<b>UNIT-III</b>			
<b>PERCEPTUAL MAPPING</b>			
<b>PART-A(SHORT ANSWER QUESTIONS)</b>			
1	Define about the perpetual map.	Remember	CMB417.07
2	Write any two limitations of perpetual maps.	Remember	CMB417.07
3	Define adoption	Understand	CMB417.07
4	Give an example for perpetual map	Understand	CMB417.07
5	How the flow charts and process diagrams are useful.	Remember	CMB417.07
6	Discuss a short note on DOI Theory	Understand	CMB417.08
7	Write few benefits of perpetual maps	Remember	CMB417.08
8	Give an example of perpetual map	Understand	CMB417.08
11	What do you mean by brand identify	Remember	CMB417.08
12	Define innovators	Understand	CMB417.08
13	Write about the early adaptors	Remember	CMB417.08
14	Define laggards	Remember	CMB417.07
15	List out the five adaptor categories	Understand	CMB417.07
16	Define brand resonance	Understand	CMB417.07
17	Describe about the brand response	Remember	CMB417.07
18	Define about late majority.	Understand	CMB417.09
<b>PART-B(LONG ANSWER QUESTIONS)</b>			
1	Define perceptual maps? Explain in advantages and disadvantages of perceptual maps	Remember	CMB417.07
2	Describe about the Kelly's brand equity model	Understand	CMB417.07
3	Explain in detail about diffusion of innovation theory	Remember	CMB417.07

<b>S. No</b>	<b>QUESTION</b>	<b>Blooms Taxonomy Level</b>	<b>Course Learning Outcomes (CLOs)</b>
4	Discuss about the five established adopter categories in Diffusion of Innovation Theory	Remember	CMB417.07
5	Define about the adoption process? Explain about the stages of adoption process?	Understand	CMB417.08
6	Sketch the marketing block diagram with respect to customer decision making	Understand	CMB417.08
7	Describe about the flow charts and process diagrams	Remember	CMB417.08
<b>UNIT-IV</b>			
<b>BRAND MANAGEMENT</b>			
<b>PART-A (SHORT ANSWER QUESTIONS)</b>			
1	Define brand	Remember	CMB417.11
2	What do you mean by brand management	Understand	CMB417.11
3	Discuss about the online branding	Remember	CMB417.11
4	Write about the Brand Attributes	Understand	CMB417.10
5	Define brand positioning.	Understand	CMB417.10
6	Describe about the co-brand.	Remember	CMB417.10
7	What do you mean by multi brand?	Understand	CMB417.10
8	Discuss about the two months of brand awareness	Remember	CMB417.10
9	Define brand awareness	Understand	CMB417.12
10	Describe about the brand image	Remember	CMB417.12
11	Give few examples of brand image	Remember	CMB417.12
12	Define brand personality	Understand	CMB417.12
13	What do you mean by brand positioning	Remember	CMB417.11
14	Define global franchising	Understand	CMB417.11
15	Discuss about brand licensing	Understand	CMB417.12
<b>PART-B (LONG ANSWER QUESTIONS)</b>			
1	Define brand management? Describe about the importance of brand management?	Understand	CMB417.10
2	Discuss about the branding? write the benefits of branding?	Remember	CMB417.10
3	Describe in detail about the online branding and also write about promoting of brand	Understand	CMB417.10
4	Discuss in detail about price positioning strategies?	Remember	CMB417.11
5	Explain in detail about four major branding decisions?	Understand	CMB417.11
6	Define brand awareness? Explain in detail about the importance of brand awareness?	Understand	CMB417.10
7	Define brand image and discuss about the advantages and disadvantages of building a strong brand image	Remember	CMB417.10
8	Discuss about the brand personality and explain how the Brand personality must be differentiated from brand image	Remember	CMB417.11
9	Define Brand Repositioning and Types of Brand Repositioning?	Remember	CMB417.10
10	Define brand extension? Explain about the advantages and disadvantages of	Understand	CMB417.12

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
	brand extension?		
11	Explain in detail about brand licensing and line extension.	Remember	CMB417.12
12	Define global franchising? write about the advantages and disadvantages of global franchising?	Remember	CMB417.12
<b>UNIT-V</b>			
<b>BRAND EQUITY</b>			
<b>PART-A(SHORT ANSWER QUESTIONS)</b>			
1	Define brand equity	Understand	CMB417.13
2	List out the models of brand equity	Understand	CMB417.13
3	Draw a sketch of brand resonance pyramid.	Understand	CMB417.13
4	Define brand audit	Remember	CMB417.12
5	Discuss about the brand awareness	Remember	CMB417.13
6	Explain about the brand tracking	Understand	CMB417.14
7	Define Brand Reinforcement	Remember	CMB417.14
8	Describe about the Brand Revitalization	Understand	CMB417.14
9	Explain about the brand crisis.	Understand	CMB417.14
10	Give an example for Brand Revitalization	Remember	CMB417.15
11	Discuss about the Brand Imagery	Remember	CMB417.15
12	Write a short note on income based approach	Understand	CMB417.15
13	Discuss about the cost based approach	Understand	CMB417.13
14	Describe about the aaker model	Remember	CMB417.15
15	Write the factors contributing to brand equity	Understand	CMB417.15
<b>PART-B(LONG ANSWER QUESTIONS)</b>			
1	Define brand equity? write the advantages of brand equity ?	Remember	CMB417.13
2	Define brand resonance and explain in detail about the brand resonance pyramid?	Remember	CMB417.13
3	Describe in detail about different brand equity models	Understand	CMB417.13
4	Discuss about the brand equity and how do you measure the brand equity.	Apply	CMB417.14
5	Explain about the brand audit? why brand audit is important?	Remember	CMB417.14
6	Discuss in detail about the brand valuation approaches and methods?	Understand	CMB417.14
7	Define brand tracking? Write about usefulness of tracking and why it is done?	Understand	CMB417.15
8	Discuss briefly about the Brand Revitalization and find out the some ways of brand revitalization	Remember	CMB417.15
9	Define brand equity and also explain about the different ways of customer brand equity	Understand	CMB417.15
10	Discuss in detail about the Brand Reinforcement with the help of diagram.	Remember	CMB417.15

**HOD, MASTER OF BUSINESS ADMINISTRATION**