

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA DM	Year & Semester: 2nd & 4th
Course Name: Product & Brand Management	Course Code: BBA/DIMK/403
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Unit I

Short answer questions

Q.N.	Question	KL
1	Define a product and list its core components.	1
2	Define Product Life Cycle (PLC). Name its stages.	1
3	Explain the concept of branding.	2
4	Define brand identity.	1
5.	Define customer-based brand equity	1

Long answer questions

Q.N.	Question	KL
1.	Explain the concept of product and discuss the stages of the Product Life Cycle with suitable examples.	2
2.	Describe the new product development process in detail.	2
3.	Discuss the role of branding, packaging and labeling in product success.	2
4.	Explain brand identity and its significance in brand building.	2
5.	Discuss the concept and importance of customer-based brand equity.	5

Unit II

Short answer questions

Q.N.	Question	KL
1	Define brand positioning.	1
2	Define brand audit.	1
3	Discuss the meaning of brand personalities.	2
4	List the elements used to build brand equity.	1
5	Explain the meaning of marketing programs for brand building.	2

Long answer questions

Q.N.	Question	KL
1	Explain the concept of brand positioning and discuss its importance.	2
2	Discuss the process and significance of brand audit.	2
3	Explain brand personality and its role in creating brand equity.	2
4	Describe the criteria for choosing brand elements to build strong brand equity.	2
5	Discuss how marketing programs can be designed to build and sustain brand equity.	2

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Unit III

Q.N.	Question	KL
1	Define secondary brand associations.	1
2	Explain the concept of country of origin.	2
3	Define co-branding.	1
4	Define celebrity endorsement.	1
5	Define brand licensing.	1

Long answer questions

Q.N.	Question	KL
1	Explain how secondary brand associations help in building brand equity.	2
2	Discuss the role of country of origin in influencing brand perception.	2
3	Explain co-branding and licensing as strategies for brand equity enhancement.	2
4	Critically evaluate the role of celebrity endorsement in brand building.	5
5	Discuss the impact of sporting, cultural and third-party sources on brand equity.	2

Unit IV

Q.N.	Question	KL
1	Define brand equity measurement.	1
2	Define brand hierarchy.	1
3	Define brand-product matrix.	1
4	Define brand extension.	1
5	Discuss the meaning of naming of new products.	2

Long answer questions

Q.N.	Question	KL
1	Explain the various methods used to measure brand equity.	2
2	Discuss the process of designing and implementing branding strategies.	2
3	Explain brand-product matrix and brand hierarchy with suitable examples.	2
4	Discuss the strategies involved in introducing and naming new products.	2
5	Critically evaluate brand extension strategies and their impact on brand equity.	5

