

TB155535A

Reg. No.....

Name.....

**B.VOC DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017**  
**SEMESTER V – CORE COURSE (FOOD PROCESSING TECHNOLOGY)**  
**VFP5G15TB – PRODUCT AND BRAND MANAGEMENT**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I. Answer all questions. Each question carries 1 mark.**

1. Define Product Mix.
2. Expand BCG Matrix?
3. Give any two advantages of Price reduction.
4. What do you mean by Brand image?
5. What is rebranding?
6. What is meant by credibility of a Brand?

**(6x1= 6)**

**PART B**

**II. Answer any seven questions. Each question carries 2 marks.**

7. What is meant by product management?
8. Define product policy.
9. What is meant by advertising?
10. What is a Brand?
11. Give any two elements of a Good Logo.
12. What is brand recall?
13. Mention any four advantages of co-branding.
14. What is brand loyalty?
15. What are the elements of a logo?
16. Define Multi-brand strategy?

**(7x2=14)**

**PART C**

**III. Answer any five questions. Each question carries 6 marks.**

17. Briefly explain the responsibilities of a product manager.
18. Explain the difference between Compliance Audits and Management Audits.
19. State the functions of packaging.
20. Discuss the important elements of a Brand.
21. Explain the process of new product development.

22. Briefly explain perceptual mapping.
23. Discuss the phases of product planning.
24. Explain the product positioning process.

**(5×6 =30)**

#### **PART D**

#### **IV. Answer any two questions. Each question carries 15 marks.**

25. What is PLC? Explain the various stages in a PLC
26. Discuss in detail the reoccurring patterns of product management.
27. Explain the concepts.1.Branding and 2. Packaging in detail.
28. Define Product Line. Explain the three categories of Product line decisions.

**(2×15=30)**