

TB205535V

Reg. No : .....

Name : .....

**B. Voc. DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2022**  
**2020 ADMISSIONS REGULAR AND 2019, 2018 ADMISSIONS SUPPLEMENTARY**  
**SEMESTER V - GENERAL COURSE (FOOD PROCESSING TECHNOLOGY)**  
**VFPT5G13B18 - PRODUCT AND BRAND MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 80**

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. State the meaning of the product discontinuation phase.
2. State the different methods of product deletion.
3. Define the ideal point map.
4. What do you mean by simple regression?
5. Describe the term 'cash cow' of BCG matrix.
6. Based on customer loyalty, who are the different type of customers?
7. What are the essentials of a good brand name?
8. List down the characteristics of the product definition phase.
9. Explain the meaning of value chain.
10. Define the shopping cart software.
11. What is the privacy policy in terms with internet?
12. Describe P2P E-commerce.

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Explain in detail product policy.
14. Explain the different kinds of product teams.
15. Describe the product positioning process.
16. Define perceptual mapping. How does this concept help organizations understand the competition in the market?
17. Explain the term brand extensions.
18. Explain the different forms of co-branding.
19. Explain the features of E-commerce.
20. Explain Electronic Fund Transfer.
21. Summarize the activities done for the promotion of websites.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Elaborate the different phases of product planning.
23. Elaborate the different tools used for product portfolio analysis.
24. Critically evaluate the product life cycle and the different strategies used during its different stages.
25. Elucidate the process or transaction cycle of E-commerce.