

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024**  
**2018, 2019, 2020, 2021 ADMISSIONS SUPPLEMENTARY**  
**B.VOC F.P.T SEMESTER V - GENERAL**  
**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 different methods of product deletion.
2. Explain the term product quality.
3. Explain the exponential smoothing method of demand forecasting.
4. Write a short note on attribute based method of perceptual mapping.
5. List down the limitations of BCG matrix.
6. Based on customer loyalty, who are the different type of customers?
7. List down the benefits of branding to owners.
8. State the meaning of business analytics.
9. Recall the differences between physical commerce and E-commerce.
10. Define M-commerce.
11. What is meant by search engine optimization?
12. List down the advantages of Mobile commerce.

**Part B**

**II. Answer any Six questions. Each question carries 5 marks****(6x5=30)**

13. Explain the different kinds of product teams.
14. What is the importance of product deletion in today's competitive business world?
15. Detail the term intuitive maps.
16. Summarize the reasons for forecasting a new product.
17. Describe brand personality.
18. How do you measure the brand equity at different levels?
19. Describe the financial and information services available over the internet.
20. Explain the different push and pull strategies used in E-commerce.
21. Define Enterprise Resource Planning(ERP). Explain its different components.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks****(2x15=30)**

22. Critically evaluate the different phases of product management cycle/product life cycle management.
23. Illustrate the different phases of new product development process.
24. Elucidate and evaluate the concept 'brand equity'.
25. Evaluate the different payment gateways used in E-commerce transactions.

