VI Semester B.B.A. Examination, May/June 2018  
(CBCS) (F+R) (2016 – 17 & Onwards)  

Time : 3 Hours  Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

Answer any five questions. Each question carries 2 marks.  \((5\times2=10)\)

1. a) What is product line ?
   b) Give the meaning of product planning.
   c) Define product life cycle.
   d) What is brand management ?
   e) What is brand equity ?
   f) What is market segmentation ?
   g) What do you mean by product branding ?

SECTION – B

Answer any three of the following questions. Each carries 6 marks.  \((3\times6=18)\)

2. What are the reasons for new product failure ?

3. What is sales forecast and explain its advantages ?

4. What are the advantages of brand positioning ?

5. What are the bases of market segmentation ?


P.T.O.
SECTION – C

Answer any three of the following questions. Each question carries 14 marks. (3×14=42)

7. What are the elements of product differentiation?

8. Explain brand challenges and opportunities.

9. Explain the importance of international marketing.

10. What is brand building? Explain the steps in brand building.

11. Explain the types of branding strategies.
VI Semester B.B.A. Examination, May 2017
(CBCS (Fresh)) (2016 – 17 & Onwards)
BUSINESS ADMINISTRATION

Time : 3 Hours  Max. Marks : 70

Instruction: Answer should be written in English only.

SECTION – A

Answer any five questions. Each question carries 2 marks. (5×2=10)

1. a) What is brand?
   b) What is brand extension?
   c) State any two uses of sales forecast.
   d) What is product strategy?
   e) Give the meaning of product line.
   f) What is international marketing?
   g) Define celebrity.

SECTION – B

Answer any three of the following questions. Each carries 6 marks. (3×6=18)

2. What are the advantages of brand positioning?

3. Explain the reasons for new product failure.

4. Explain the types of branding strategies.

5. What are the reasons for re-launching a brand?

6. Discuss the significance of sales forecasting.

P.T.O.
SECTION – C

Answer any three of the following questions. Each question carries 14 marks. (3×14=42)

7. Explain the steps involved in developing product strategy.
8. Explain target market selection process.
9. Discuss brand challenges and opportunities.

10. What is market segmentation? Explain the benefits of market segmentation.
11. What is brand identity? Explain the principles of brand identity.
VI Semester B.B.M. Examination, May 2017
(Repeaters) (2014-15 and Onwards)
BUSINESS MANAGEMENT

Time : 3 Hours
Max. Marks : 100

Instruction : Answers should be given only in English.

SECTION – A

Answer any 8 sub-questions. Each sub-question carries 2 marks : \((8\times2=16)\)

1. a) What is product strategy ?
   b) What is brand image ?
   c) List the steps of target marketing.
   d) What is product mix ?
   e) Define product development.
   f) What is brand hierarchy ?
   g) What is brand management ?
   h) State any two objectives of product management.
   i) What is brand leverage ?
   j) Give the meaning of co-branding.

SECTION – B

Answer any 3 questions. Each question carries 8 marks : \((3\times8=24)\)

2. Explain the various components of product planning.
3. What are the roles of packaging ?
4. Explain the importance of Brand Hierarchy.
5. Discuss the various elements of a brand.

P.T.O.
SECTION – C

Answer question 10 and any three of the remaining. Each question carries 15 marks: (4×15=60)


7. Discuss various stages of brand development.

8. Explain the concept of product life cycle.

9. Explain important features of a product.

10. Discuss the different types of brand strategy.