

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

SIXTH SEMESTER – APRIL 2019

16UBU6MC02– PRODUCT, BRAND AND SERVICE MANAGEMENT

Date: 03-04-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART- A

Answer ALL the questions

(10 x 2 = 20 Marks)

1. What is product modification?
2. What do you mean by trade mark?
3. What is copy right?
4. Explain Brand decisions
5. What is Competitive positioning?
6. What is meant by New service development?
7. Define Branding strategy
8. What is Service distribution?
9. Define Rebranding.
10. Give an example of expanded marketing mix.

PART- B

Answer any FOUR questions

(4x10 = 40 Marks)

11. Discuss in detail about the branding concept in marketing.
12. Explain the advantages of brand extensions.
13. What is segmentation? How do we segment for services? List the various factors influencing it.
14. Discuss the role of positioning in marketing strategy.
15. Write a short note on a. Product life cycle b. Brand recall.
16. Define brand equity and write about the methods of measuring brand equity.
17. Discuss the major issues and challenges of service marketing in India.

PART- C

Answer any TWO questions

(2 x 20 = 40 Marks)

18. Highlight the Importance of following elements in building a brand? A). Brand symbol. B). Brand logo C). Packaging D). Slogans.
19. Comment upon the significance of branding for consumer products in today's competitive environment.
20. Explain in detail the GAP model of service quality.
21. What role does customer play in managing the quality of service? Explain with examples.
