



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SIXTH SEMESTER – APRIL 2022

16/17UBU6MC02 – PRODUCT, BRAND AND SERVICE MANAGEMENT

Date: 17-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No Answer ALL questions

(10 x 2 = 20 Marks)

- 1 Identify any two functions of a Product.
- 2 Why Product Customization is important?
- 3 List out any two differences between Product and Brand
- 4 Define the term 'Customer Loyalty'.
- 5 What do you mean by Competitive positioning?
- 6 Recall any two C's of positioning.
- 7 Define the term Brand Equity.
- 8 Identify any two principles of building Brand Identity.
- 9 List out any 2 channels for Service distribution.
- 10 Identify any two challenges in Service quality management.

PART – B

Answer any FOUR questions

(4 * 10 = 40 Marks)

- 11 Discuss the different levels of a Product.
- 12 Enumerate the roles and responsibilities of a Product manager.
- 13 Explain the factors considered in building Brand Anatomy.
- 14 Analyze the determinants affecting Brand success.
- 15 Scrutinize on the various levels of Brand Identity.
- 16 Examine the features of Service Marketing.
- 17 Validate the growth of Services sector in India

PART – C

Answer any TWO questions

(2 * 20 = 40 Marks)

- 18 Elaborate with illustration on the different stages of a Product Life cycle.
- 19 Discuss the evolution of Brand and its positioning strategies.
- 20 Enumerate on the mechanism of building Superior Brands.
- 21 Probe the difficulties and challenges in E-retailing services.
