



**UNIVERSITY OF RUHUNA**  
**FACULTY OF MANAGEMENT AND FINANCE**

No. of Pages : 02  
No of Questions: 06  
Total Marks :70

**MKT 3152 Product and Brand Management**

Academic Year 2022/2023

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 LEVEL FIRST SEMESTER END EXAMINATION  
(OLD SYLLABUS)- AUGUST/SEPTEMBER 2023

*Three Hours*

**Instructions**

- ➔ The question paper contains six (06) questions.
- ➔ Answer any five (05) questions.

**Question 01**

- I. Explain the difference between a product and a brand. (06 Marks)
- II. Discuss the importance of branding from customers' perspective. (08 Marks)

[Total: 14 Marks]

**Question 02**

- I. Explain the concept of 'brand positioning'. (06 Marks)
- II. Explain the differences between 'Points of Parity' (PoP) and 'Points of difference' (PoD) using appropriate examples.

(08 Marks)

[Total: 14 Marks]

**Question 03**

- I. Explain 'breadth' and 'depth' of brand awareness. (06 Marks)
- II. Discuss the advantages and disadvantages of 'co-branding'. (08 Marks)

[Total: 14 Marks]

**Question 04**

- I. Explain 'direct competition' and 'indirect competition' faced by a brand using an appropriate example. (06 Marks)
- II. Discuss the potential problems faced by a brand relevant to celebrity endorsement. (08 Marks)

**[Total: 14 Marks]**

**Question 05**

- I. Differentiate 'product development' from 'market development'. (06 Marks)
- II. Discuss the advantages of brand extensions. (08 Marks)

**[Total: 14 Marks]**

**Question 06**

- I. What is customer-based brand equity? Briefly explain. (04 Marks)
- II. Identify the elements of the 'brand resonance model' and briefly explain each element. (10 Marks)

**[Total: 14 Marks]**

\*\*\*\*\*