

**MP-603**

December - Examination 2015

**MBA IInd Year Examination****Product and Brand Management****Paper - MP-603****Time : 3 Hours ]****[ Max. Marks :- 80**

**Note:** The question paper is divided into three sections A, B and C. Write answers as per given instructions.

**Section - A**

8 x 2 = 16

(Very Short Answer Type Questions)

**Note:** Answer **all** eight questions. As per the nature of the question you delimit your answer in one sentence upto 30 words. Each question carries equal marks.

- 1) Define the following:
  - (i) Brand
  - (ii) Labelling
  - (iii) Packaging
  - (iv) Brand equity
  - (v) Loyalty
  - (vi) Brand franchising

(vii) Brand Identify

(viii) Revitalization

### Section - B

4 x 8 = 32

(Short Answer Type Questions)

**Note:** Answer **any four** questions not exceed 200 words each.

- 2) Explain PLC with characteristics in detail.
- 3) What do you understand by brand building? Explain in detail.
- 4) Explain brand positioning with the help of suitable example.
- 5) What is brand licensing and franchising? Elaborate with the help of example.
- 6) What is the importance of labelling in product development? Explain.
- 7) Differentiate between pseudo-loyalty and committed loyalty.
- 8) Critically evaluate decline stage in PLC.
- 9) Discuss the exception when PLC does not follow the 'S' curve.

### Section - C

2 x 16 = 32

**Note:** Answer **any two** questions not exceeding 500 words for each.

- 10) Write short notes on:
  - (i) Brand Revitalization
  - (ii) Global Branding Decisions

- 11) Write short notes on:
- (i) Endorsing brand strategy
  - (ii) Range brand strategy
- 12) What are the various methods of calculating the brand value and obstacles to brand valuation?
- 13) Differentiate between brand image, brand identify and brand association in detail with the help of suitable example.
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