

**MP-603**

June - Examination 2016

**Master of Business Administration - II 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 × 2 = 16**

(Very Short Answer Questions)

**Note:** Answer **all** questions not exceed 30 words each.

- 1) Define the following:
  - (i) Product
  - (ii) Packaging
  - (iii) Brand equity
  - (iv) Brand loyalty
  - (v) Brand extension
  - (vi) Licensing
  - (vii) Brand identity
  - (viii) Brand association

**Section - B****4 × 8 = 32**

(Short Answer Questions)

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

- 2) Write a note on Product Life Cycle.
- 3) Explain brand building in detail.
- 4) Discuss 3 C's of brand positioning with the help of suitable example.
- 5) What do you understand by franchising? Explain it with suitable example.
- 6) Explain the role of packaging in product development.
- 7) Write a note on brand equity.
- 8) Explain brand identity prism.
- 9) Discuss the benefits of brand extension.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

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

- 10) Write shot note on:
  - (i) Umbrella branding
  - (ii) Source / double branding

- 11) Comment on:
- (i) Brand association
  - (ii) Brand revitalization
- 12) Briefly describe the new product planning and development process.
- 13) Differentiate between brand image, brand identity and brand positioning in detail with the help of suitable example.
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