MP-603

June - Examination 2026

Master of Business Administration (IInd Year) Examination

Product and Brand Management

Paper : MP-603

[*Time: **3** Hours*] [*Maximum Marks: **80***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **8×2=16**

(Very Short Answer Type Questions)

Note :- Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries **2** marks.

1. Define the following terms :-
   - (i) Brand Extension
   - (ii) Product
   - (iii) Brand Licensing
   - (iv) Co-branding
   - (v) Brand Identity
   - (vi) Product Modification
   - (vii) Sustainable Packaging
   - (viii) Labelling

Section-B **4×8=32**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **8** marks.

2. Define Brand equity and discuss the factors affecting it.
3. Discuss the different stages of Product Life Cycle.
4. Explain the role of innovation in Product Development.
5. Discuss the major steps involved in building a Strong Brand.
6. Explain the concept of Global branding decisions and Challenges faced by brands.
7. Explain the concepts and importance of managing brand in competitive market.
8. Discuss the advantages and disadvantages of Brand Extension with examples.
9. Explain the methods used by marketers to increase brand awareness.

Section-C

2×16=32

(Long Answer Type Questions)

Note :- Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **16** marks.

10. Define Brand Positioning. Explain different positioning strategies with examples.

11. Discuss the role of product planning and product mix decision in achieving organizational objectives.

12. Discuss the significance of visual identity elements such as logo, colour in Brand identity.

13. Explain the role of managing brands in creating customer value and competitive advantage.
