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## MP-603

December - Examination 2016

Master of Business Administration - II Year Examination

Product and Brand Management

Paper - MP-603

Time : 3 Hours ]

[ Max. Marks :- 80

**Note:** Answer the questions as per instructions in section A, B and C.

### Section - A

8 × 2 = 16

- 1) Define the following within 30 words of each:
- (i) Brand
  - (ii) Labelling
  - (iii) Brand extension
  - (iv) Brand identity
  - (v) Brand Positioning
  - (vi) Licensing
  - (vii) Range brand strategy
  - (viii) Pseudo - loyalty

**Section - B****4 × 8 = 32**

**Note:** Answer any four questions within 200 words each.

- 2) Briefly describe all the stages of PLC.
- 3) Discuss components of product with suitable example.
- 4) Write a note on brand valuation.
- 5) Explain brand identity with suitable example.
- 6) Discuss brand loyalty.
- 7) What do you understand by brand licensing and franchising? Explain with the help of example.
- 8) Explain the importance of packaging in product development.
- 9) Write benefits of brand extension.

**Section - C****2 × 16 = 32**

**Note:** Answer **any two** questions within 500 words in each.

- 10) Write short note on:
  - (i) Brand equity
  - (ii) Revitalization
- 11) Write a detailed note on brand association.
- 12) Briefly describe the global branding decisions.
- 13) Explain endorsing branding and umbrella branding.