

MP-603

December - Examination 2017

**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. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) What is product?
- (ii) What is eco-labelling?
- (iii) Give an appropriate example of corporate brand strategy and product brand strategy.
- (iv) What is brand equity?
- (v) Give two factors influencing brand awareness.

- (vi) What is brand value?
- (vii) Name the dimensions of brand identity.
- (viii) What is franchising?

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Discuss the basis of product differentiation.
- 3) Write notes on Test Marketing.
- 4) What is packaging? Discuss various types of packaging.
- 5) Discuss the strategies of introduction and decline stage of PLC.
- 6) State the difference between range brand strategy and line brand strategy with help of relevant examples.
- 7) Explain the concept of repositioning. What and how it is done?
- 8) Differentiate between brand value and brand equity.
- 9) Pick a brand of your choice and delineate the various factors that have contributed towards building its brand association.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) Discuss the stages of new product development process.
 - 11) Discuss the challenges faced by brand managers in building brands in modern times.
 - 12) What do you mean by 'Brand Equity'? Discuss various drivers of brand equity.
 - 13) How can a company select a global brand name? What options are available to the company for this purpose?
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