

## MP-603

December - Examination 2018

**Master of Business Administration -**

**II Year Examination**

**Product and Brand Management**

**Paper - MP-603**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

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**Note:** The question paper is divided into three sections A, B and C. Write answers as per the 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 up to 30 words. Each question carries 2 marks.

1) Explain the following terms:

- (i) Brand Strategy
- (ii) Product Development
- (iii) Product Labeling
- (iv) Product Life Cycle
- (v) Brand Equity

- (vi) Brand Value
- (vii) Brand Association
- (viii) Brand 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) Analyse the levels of a product.
- 3) What do you mean by new product? Explain.
- 4) Discuss the functions of packaging.
- 5) Examine various stages of product life cycle.
- 6) What are the elements of a brand? Discuss.
- 7) Analyse brand building process.
- 8) Enumerate various types of brand franchising.
- 9) Explain the reasons for revitalization of a brand.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

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

- 10) Discuss the important issues pertaining to product lines.
  - 11) Discuss the new product development process.
  - 12) Discuss the issues pertaining to brand management.
  - 13) Discuss important branding strategies of a firm.
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