

MP-603

December - Examination 2019

**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. New product
 - ii. Business Analysis
 - iii. Marketing Strategy
 - iv. Franchise Agreement
 - v. Private Brand
 - vi. Brand Loyalty
 - vii. Brand Identity
 - viii. Brand Equity

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. What is the basis of product differentiation? Explain.
3. Discuss the significance of new product.
4. Discuss various types of labels.
5. Discuss the societal view of packaging.
6. Discuss marketing strategies in the maturity stage of a product life cycle.
7. Enumerate the reasons for licensing of a brand.
8. Discuss important strategies in choosing brand names.
9. Discuss the emerging challenges for brand loyalty.

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. Describe the process of new product development.
11. Analyse the important decisions for effective packaging.
12. How can a company select a global brand name? What options are available for this purpose? Explain.
13. Discuss the reasons for revitalizing a brand.
