

MP-603

December – Examination 2020

Master of Business Administration (II Year) Examination

Product and Brand Management

Paper : MP-603

Time : 2 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

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 upto **30** words. Each question carries 2 marks.

1. Explain the following terms :

- (i) New Product
- (ii) Product Hierarchy
- (iii) Private Brand
- (iv) Brand Equity
- (v) Brand Loyalty
- (vi) Trade Mark
- (vii) Brand Revitalization
- (viii) Franchising Agreement

5. Discuss the marketing strategies at growth stage of a Product.

- 6. Discuss the criteria of choosing brand name.
- 7. Analyse the process of brand repositioning.
- 8. Discuss major components of brand awareness plan.
- 9. Discuss the challenges of global branding.

Section-B **4×16=64**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

- 2. Classify the basis of Product differentiation.
- 3. Analyse the levels of a product.
- 4. What are the functions of packaging ? Explain.