

MP-603

December – Examination 2021

Master of Business Administration (II Year) Examination

PRODUCT AND BRAND MANAGEMENT

Paper : MP-603

Time : 1½ 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

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 4 marks.

1. (i) What is Augmented Product ?
- (ii) What is Product Labeling ?
- (iii) Define Product Life-Cycle.
- (iv) What is Branding ?
- (v) Write any *two* importances of brand building.
- (vi) What is Brand Extension ?
- (vii) What do you mean by 'Brand Equity' ?
- (viii) What is Brand Revitalisation ?

Section-B **4×16=64**

(Short Answer Type Questions)

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

2. What do you understand by the term 'Product' ?
Discuss various product decisions that are taken by marketing managers.
3. What do you understand by 'New Product' ?
Discuss the stages of new product development process.

4. "Packaging is a powerful selling medium." Explain. Also discuss its importance in selling.
5. Pick your favourite brands in FMCG, Consumer Durables and Services and discuss why these brands are preferred by you.
6. "Branding strategies involve action plan for organized development of a brand to enable it to fulfil its set objectives." Critically evaluate the statement.
7. What do you understand by brand positioning ? Discuss this concept in Indian context.
8. Suppose you have to create a brand image for your company. Being the Marketing Manager, explain in detail the values and attributes you will look for while creating a good brand.
9. What are the two types of brand value ? Also explain the significance of improving a brand's value.