

11. Explain how packaging and labelling plays an important role in marketing.
12. Critically evaluate the statement, 'Brand extensions are important growth strategies for a firm'.
13. Discuss, with suitable examples, some of the challenges that the firm might face while creating and maintaining its brand's awareness.

MP-603

December – Examination 2022
Master of Business Administration
(IInd Year) Examination
PRODUCT AND BRAND MANAGEMENT
Paper : MP-603

Time : 3 Hours]

[Maximum Marks : 80

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 Type 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. (i) What do you mean by Potential Product ?
- (ii) What is Marketing Strategy Development ?
- (iii) What do you mean by Nutritional Label ?
- (iv) What is Brand Management ?
- (v) What is Repositioning ?
- (vi) Write any *two* advantages of Brand Extension.
- (vii) What do you mean by Brand Value ?
- (viii) What is Brand Association ?

Section-B **4×8=32**

(Short Answer Type Questions)

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

2. Discuss the stages of new product development process.
3. Explain the product adoption model and the stages in adoption of a new product.
4. Enumerate benefits of branding for the customers and organizations.

5. Elaborate the steps involved in strategic brand building process.
6. Discuss branding decisions with the help of appropriate examples.
7. What do you understand by brand positioning ? Discuss this concept in Indian context.
8. How can a company build and manage brand equity ? Explain with the help of suitable examples.
9. Write an essay on 'Brand Loyalty Challenge in Indian perspective'.

Section-C **2×16=32**

(Long Answer Type Questions)

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

10. What do you understand by term 'Product' ? Discuss the various product decisions that are taken by marketing managers.