

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. Discuss the stages of new product development process.
11. Define Product Life Cycle. Discuss the strategies of Maturity Stage.
12. Discuss the challenges faced by brand managers in building brands in the modern times.
13. Discuss some of the bases for brand positioning. Also discuss some of the Brand positioning strategies.

MP-603

December – Examination 2023

MBA (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 is Potential Product ?
- (ii) What is Industrial Goods ?
- (iii) Define Idea Generation.
- (iv) What is Branding ?
- (v) Write any *two* importance of brand building.
- (vi) What is Brand Extension ?
- (vii) What do you mean by 'Brand Equity' ?
- (viii) What is Brand Revitalisation ?

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. How will you classify products ? Explain various types of products.
3. "Packaging achieves a number of objectives". Explain.

4. Enumerate benefits of branding for the customers and organizations.
5. Branding strategies involve action plan for organized development of a brand to enable it to fulfil its set objectives. Critically evaluate the statement.
6. Discuss some of the market based and income based methods of measuring brand equity.
7. 'Brand extensions are important growth strategies for a firm. Explain.
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. Elaborate the various methods of calculating the brand value and the obstacles to brand valuation.