

MP-603

December - Examination 2025
Master of Business Administration (II 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. Define the following terms :
 - (i) Market Testing
 - (ii) Packaging
 - (iii) Branding
 - (iv) Umbrella Brand
 - (v) Brand Valuation
 - (vi) Brand Strategy
 - (vii) Trade Mark
 - (viii) Merchandising

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. Describe the contents of a Label.
3. Examine the promotional role of packaging.
4. Discuss the determinants of Brand equity.
5. Discuss the process of idea generation for a product.
6. Examine the process of market testing.
7. What is a product prototype? Explain.
8. Examine the strategy for enhancing brand equity.
9. Discuss the precautions for branding a product.

(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. Critically examine the significance of Branding.
 11. Suggest the product-market strategies for stages of PLC.
 12. Devise the process of developing a new product in FMCG category.
 13. Discuss the functions of packaging.
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