

532

**MP-603**

**June – Examination 2020**

**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 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. Explain the following terms :

- (i) New Product Development
- (ii) Packaging

- (iii) Product Lifecycle
- (iv) Brand Extension
- (v) Brand Association
- (vi) Global Brand
- (vii) Brand Loyalty
- (viii) Brand Equity

**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 process of brand revitalization.
3. Describe the advantages of brand association.
4. Discuss important strategies for introduction stage of a new product life cycle.
5. Discuss various types of labels.
6. Enumerate the process of brand franchising.
7. Examine the benefits of brand identity.
8. Discuss the process of building brand equity.
9. Discuss important strategies in choosing packaging material.
10. Discuss the emerging challenges for brand loyalty.

**Section-C**

**2×16=32**

**(Long Answer Type Questions)**

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

11. Describe the process of new brand development.
12. Analyse various stages of product life cycle and relevant strategies for them.
13. Discuss important brand strategies for an established firm.
14. Why should a firm go for Global Branding? Explain.