

11. Pick your favourite brands in FMCG, Consumer Durables and Services and discuss why these brands are preferred by you.
12. Define Product Life Cycle. Discuss the strategies of each stage.
13. 'Titan Company is an Indian designer and manufacturer of watches, jewellery, precision engineering components and other accessories including sunglasses, wallets, bags and belts. Critically evaluate Titan's brand extension strategy.

## **MP-603**

**June- Examination 2023**

### **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 Augmented Product ?
- (ii) What do you mean by Business Analysis ?
- (iii) What is Descriptive Label ?
- (iv) What is Branding ?
- (v) What do you mean by Brand Environment Analysis ?
- (vi) What do you mean by Positioning Errors ?
- (vii) Explain the concept of Brand Equity.
- (viii) What do you mean by Brand Identity Planning ?

**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. With the help of suitable examples, discuss the significance of new products.
3. “Packaging achieves a number of objectives.” Explain.

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4. Discuss the challenges faced by brand managers in building brands in the modern times.
5. Give an appropriate example of corporate brand strategy and product brand strategy.
6. How will you choose and implement brand positioning strategies ? Explain.
7. What do you mean by Brand awareness ? Discuss in detail the importance of brand awareness.
8. What do you mean by Brand Value ? Also, state the purpose of valuing a brand.
9. Explain, in brief, the concept of brand revitalisation and also state the reason as to why brands lose their strength.

**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. How will you classify products ? Explain the various types of products.

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**T-505** Turn Over