

10. Devise various strategies for various stages of product life cycle.
11. Discuss important strategies for brand revitalization.
12. Discuss important methods for idea generation for developing a product.
13. Develop the process for developing a brand for a Ayurvedic product.

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June – Examination 2024

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. Explain the following terms :

- (i) Augmented product
- (ii) Market testing
- (iii) Label
- (iv) Umbrella brand
- (v) Brand extension
- (vi) Brand Identity
- (vii) Brand Loyalty
- (viii) Brand Franchising

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. Examine significance of Packaging.
- 3. Discuss the process of building a brand.

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4. Discuss important types of branding strategies.

5. Why should a firm go for brand licensing ? Explain.

6. Discuss the challenges for branding in Indian context.

7. Why do the firms focus on brand loyalty from customers ? Discuss the significance of brand loyalty.

8. Discuss import decisions with reference to global brands.

9. Discuss important methods of brand valuation.

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.

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TT-505 Turn Over