

MP-603

June - Examination 2017

**Master of Business Administration - II Year
Examination**

Product and Brand Management

Paper - MP-603

Time : 3 Hours]

[Max. 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 Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) What do you understand by 'New Product'?
- (ii) What is branding?
- (iii) What is brand awareness?
- (iv) Define brand value.
- (v) What is family branding?
- (vi) List two types of brand loyalty.

- (vii) List any four reasons of brands revitalization.
- (viii) Give two disadvantages of global branding.

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions within 200 words each.

- 2) Discuss the levels of product citing suitable examples.
- 3) Write short note on the following:
 - (i) Idea generation
 - (ii) Commercialisation
- 4) What is labeling? Discuss various types of labeling.
- 5) What are the elements of branding? Mention with help of suitable examples.
- 6) Discuss brand positioning strategies.
- 7) Differentiate between brand identity, brand image and brand association with examples.
- 8) Explain the reasons of revitalization of a brand.
- 9) Discuss global branding strategies.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions within 500 words each.

- 10) Determine the various elements of franchising and licensing. Also outline the differences between the two concepts.
 - 11) Discuss the types of brand extensions with the help of example.
 - 12) Discuss the various approaches and methods of measuring brand equity.
 - 13) Write an essay on “Brand loyalty challenge in Indian Perspective”.
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