

MP-603

June - Examination 2018

**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 word. Each question carries 2 marks.

- 1) Explain the following terms :-
 - (i) Brand
 - (ii) Commercialization
 - (iii) Brand Manager
 - (iv) Brand Extension
 - (v) Brand Positioning
 - (vi) Brand Loyalty

(vii) Brand revitalization

(viii) Global Branding

Section - B

4 × 8 = 32

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Discuss important brand decisions.
- 3) Write note on brand positioning.
- 4) What is product Life Cycle? Explain.
- 5) What is socially responsible packaging? Explain.
- 6) Why should a firm create brand equity? Explain.
- 7) Explain the dimensions of brand identity.
- 8) Discuss the factors contributing brand association.
- 9) Discuss the rationale of global branding.

Section - C

2 × 16 = 32

(Long Answer Questions)

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

- 10) Discuss the managerial issues for brand equity and evaluation.
- 11) Examine brand loyalty challenges in Indian perspective.
- 12) Discuss the rules for brand revitalization and elaborate the general mistakes committed during this process.
- 13) Discuss the elements and types of franchising.