

**MP-603**

June - Examination 2019

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

**Product and Brand Management**

**Paper - MP-603**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

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**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 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) Product
- (ii) Product Hierarchy
- (iii) Product Labeling
- (iv) Product Life Cycle
- (v) Brand Leadership
- (vi) Trade Mark

(vii) Brand Revitalization

(viii) Brand Franchising

**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) Classify the types of products.
- 3) Analyse the levels of a product.
- 4) What are the functions of packaging? Explain.
- 5) Discuss the marketing strategies in Introduction Stage of a Product.
- 6) Discuss the criteria of choosing brand elements.
- 7) Analyse the process of brand repositioning.
- 8) Discuss major components of brand awareness plan.
- 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 up to 500 words. Each question carries 16 marks.

- 10) Describe the scenario of brand franchising and licensing in India.
  - 11) Discuss the process of brand revitalization.
  - 12) Discuss the factors which contribute towards building its brand association.
  - 13) Discuss the process of building brand value
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