

# MP-603

June – Examination 2022

## Master of Business Administration (IInd Year) Examination

PRODUCT AND BRAND MANAGEMENT

Paper : MP-603

*Time : 1½ Hours ]*

*[ Maximum Marks : 80*

*Note :-* The question paper is divided into two Sections A and B. Write answers as per the given instructions.

**Section–A**

**4×4=16**

**(Very Short Answer Type Questions)**

*Note :-* Answer any *four* 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 4 marks.

1. (i) What is Potential Product ?
- (ii) Write any *two* functions of Labels.

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- (iii) What is Product Life-Cycle ?
- (iv) Write the steps of Brand Building Process.
- (v) What is Brand Extension ?
- (vi) Explain the concept of Brand Awareness.
- (vii) Write any *two* obstacles in Brand Valuation.
- (viii) What is Brand Loyalty ?

**Section-B** **4×16=64**

**(Short Answer Type Questions)**

**Note** :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 16 marks.

- 2. What do you understand by the term 'Product' ?  
Explain products classification in brief.
- 3. What is Product Packaging ? Explain the importance of Packaging in Marketing.
- 4. What are the different elements of Branding ?  
Mention with help of suitable examples.
- 5. What do you understand by Branding Decisions ?  
Explain the various types of Branding Strategies.

- 6. Explain the concept of Brand Positioning. How to make Brand Positioning Effective ? Explain.
- 7. Discuss some of the market based and income based methods of measuring brand equity.
- 8. Describe Jean Noel Kapferer's Brand Identity prism. Discuss the prism with help of any product brand of your choice.
- 9. Give details of the seven step process of brand revitalisation.