

Roll No.

Total Pages : 3

343305

December, 2019

MBA- III SEMESTER

Product & Brand Management (MB/MM 212)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*
4. *Write the short note on parts of question one.*

PART - A

1. (a) Internal Branding (1.5)
- (b) Meaning of product portfolio (1.5)
- (c) Commercialization (1.5)
- (d) Brand Mantra (1.5)
- (e) Brand Equity (1.5)

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- (f) Brand Hierarchy (1.5)
- (g) Brand and product matrix (1.5)
- (h) Country of Origin (1.5)
- (i) Product recall (1.5)
- (j) Licensing the brand (1.5)

PART - B

- 2. (a) Explain with diagram the process of new product development. (7.5)
- (b) What are the challenges and opportunities of branding a product? (5)

- 3. Describe in detail Strategic Brand Management process. (15)

- 4. Discuss the product life cycle of any product. Also suggest ways to manage the mature product. (15)

- 5. (a) Discuss the concept of co-branding with example. (7.5)
- (b) How the association of a celebrity can enhance the brand equity? (7.5)

6. (a) How do the sponsored events leverage the brand equity? (7.5)
- (b) What are the advantages and disadvantages of brand extension? (7.5)
7. How do we can measure the brand equity? (15)
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