

Roll No. ....

Total Pages : 2

**704308**

**December 2022**

**MBA (Executive) III SEMESTER**

**Product and Brand Management (MBA-E-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.*

**PART-A**

1. (a) Commercialization. (1.5)
- (b) Product Portfolio. (1.5)
- (c) Customer based brand equity. (1.5)
- (d) Brand Personalities. (1.5)
- (e) Marketing communication options. (1.5)
- (f) Example of managing brand over the time. (1.5)
- (g) Brand Hierarchy. (1.5)
- (h) Licensing the brand. (1.5)
- (i) Brand-Product Matrix. (1.5)
- (j) Country of Origin. (1.5)

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## **PART-B**

- 2. Explain the concept of product life cycle with the help of case study and neat diagram. (15)**
  
  - 3. (a) Explain the stages of new product development process. (7.5)**  
**(b) Discuss the concept of brand mantra with help of example. (7.5)**
  
  - 4. Explain the strategic brand management process with the help of diagram. (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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