

Roll No. ....

Total Pages : 2

**701306**

**December 2022**

**MBA- III SEMESTER**

**Product and Brand Management (MS-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) Stages of product development. (1.5)
- (b) Stages of product life cycle. (1.5)
- (c) Customer based brand equity. (1.5)
- (d) Internal Branding. (1.5)
- (e) Brand Audit. (1.5)
- (f) Co-branding. (1.5)
- (g) Brand Hierarchy. (1.5)
- (h) Licensing. (1.5)

701306/120/111/32

131 [P.T.O.]

- (i) Brand-Product Matrix. (1.5)  
(j) Country of Origin. (1.5)

### **PART-B**

2. Explain the strategic brand management process with the help of diagram. (15)
3. (a) What is meant brand? What are your favorite brands and why? Check to see how your perceptions of brands might differ from those of others. (7.5)  
(b) Discuss the concept of brand mantra with help of example. (7.5)
4. Pick a brand and gather all its marketing communication material. How it has integrated its communication program? (15)
5. How can we measure brand equity? (15)
6. (a) Explain the concept of celebrity endorsement. (7.5)  
(b) Write a note on brand extension. (7.5)
7. As brand manager, discuss how you can manage the brand over the time. (15)