

Roll No.

Exam Code : J-19

Subject Code—0288

M.B.A. EXAMINATION

(Batch 2009-2017 Main/Reappear)

(Fourth Semester)

PRODUCT AND BRAND
MANAGEMENT

MM-408

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Role of product planning in modern age.
2. What factors influence to make change in product mix ?

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3. What factors are required to be considered while deciding to launch or not to launch its test marketing programme ?
4. Why some new products fail in the market even after successful test market ?
5. Why products are branded ?
6. What is Brand Extension ?
7. What are the various parameters a marketer must evaluate before selecting a brand name ?
8. Branding for international marketing.
9. What do you mean by brand identity ?
10. Product *versus* corporate branding.

Section B

Note : Attempt all the questions.

11. Define the concept of a product with the help of suitable examples. Critically examine the entire process of a new products development.

Or

Discuss the concept of Product Life-Cycle. Suggest appropriate marketing mix for each of stages of the product life-cycle. **12**

12. What do you mean by Brand Equity ? Evaluate the various methods of brand valuation.

Or

Define Brand Positioning. Discuss the various brand positioning strategies in positioning of a hospital or any other service product of your choice. **12**

13. Elaborate the role of brand personality and brand image in building and communicating a brand.

Or

Write a detailed note on the use of branding in Industrial and service sectors in India. **11**