

9. Write short notes on the following :

- (i) What is retail branding ? Do the retailers brands supersede the corporate brands ?
- (ii) “Brand building and communication is a complex process which involves multiple decisions.” Comment. **7+7=14**

Roll No. ....

Exam Code : J-19

Subject Code—0316

**M.B.A. EXAMINATION**

(Batch 2018 Onwards for Lateral Entry)

(Fourth Semester)

PRODUCT AND BRAND MANAGEMENT

MM-408

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

**1.** Define the following in brief :

- (i) Meaning of Product Mix
- (ii) Significance of product planning
- (iii) Test marketing
- (iv) Meaning of Brand Loyalty

- (v) Brand extension decisions
- (vi) Private *versus* national branding
- (vii) Branding in Service Sector. **7×2=14**

### Unit I

- 2. Explain the concept of a product with the help of suitable examples. Examine the need for customer-oriented approach in product planning. **14**
- 3. “Product like people have life-cycles.” Discuss the validity of this statement giving suitable examples. Suggest appropriate marketing strategies for each of the states of PLC. **14**

### Unit II

- 4. Define the meaning of a new product why more than 80% new products fail in the market ? What measures can be taken to reduce chances of failure of new products ? **14**

- 5. Critically analyse the different stages of new product development with the help of new product development. **14**

### Unit III

- 6. What is brand personality and brand image ? How do they influence brand loyalty ? **14**
- 7. Define the concept of brand equity. Critically evaluate the various methods of brand valuation. **14**

### Unit IV

- 8. Give the various brand positioning strategies which are popular in Indian Context. What follies a marketer must avoid while positioning their brands. **14**