

MBA (Sem. - 3rd/4th)
PRODUCT & BRAND MANAGEMENT
SUBJECT CODE : MB - 604
Paper ID : [C0130]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Define Positioning.
- b) What is Marketing Mix?
- c) What are the stages of Product Life Cycle?
- d) What are the characteristics of 'STAR' in BCG Matrix of Portfolio Analysis?
- e) Mention any two precautions to be taken in Product Launch.
- f) What is difference between cost and price?
- g) Define Brand.
- h) Give an example of Brand Repositioning.
- i) Mention any two advantages of Labeling.
- j) What do you mean by Franchise?

- Q2) Elaborate the different components of the marketing plan.
- Q3) What are different stages of New Product Development Process? Explain the Test Marketing stage of New Product Development process.
- Q4) Explain the concept of Perceptual Mapping with help of examples. How does it help in designing the product offering to the customers?
- Q5) What is Brand Equity? Explain with examples how brand equity is build through different brand management methods.
- Q6) Discuss with examples the different Product Pricing strategies.
- Q7) Write short notes on :
- (a) Benefit Segmentation.
 - (b) Conjoint Analysis.

