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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA402A

4<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Product & Branding Management

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM,  
RM

Time: 3 Hours

Max Marks: 100

Q.Code: S092

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions: (2 x 10)**

- What do you mean by Product Line?
- What is Product Management and why it's needed?
- Explain the concept of Brand identity.
- Write any two key roles/responsibilities of product manager.
- What is Brand Equity?
- What is Product line?
- What is Product Mix decision?
- What is Test marketing?
- What is brand architecture?
- What is brand rejuvenation?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- Explain the POP & POD concept of Brand positioning with special reference to couple of brands, one FMCG and one durable brand.
- What are the criteria applied in brand naming decisions? Discuss the different types of brand name category by citing suitable examples.
- Elaborate the differences between Brand Positioning and Brand Repositioning in the context of modern day market dynamics.
- Write Short notes on: I. Brand Rituals II. Brand Imagery
- What are the characteristics that a good brand name should possess? Based on these characteristics develop a brand name for packaged fruit juice containing mixed fruit and tomato juice.
- Define brand loyalty and write about the loyalty levels of the customer with respect to brands.
- Elaborate the concept of 'Brand Identity Prism'. Discuss its relevance and use in the modern context.

- h) What are the hindrances to 'New Product Development'? Mention the reasons for New Product failure.
- i) Suggest a Brand Positioning strategy for a brand of your choice preferably from Fast Moving Consumer Goods (FMCG) industry.
- j) Which brands do you have the most resonance with? Can every brand achieve resonance with its customers? Why or why not?
- k) In what ways does the global marketing mix and marketing principles differs from the domestic marketing mix and principles from branding perspective?
- l) Comment upon the significance of branding for consumer products in today's competitive marketing environment.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

(16x2)

- Q3 What is a 'New Product'? What are its types? Discuss the process of New Product development by giving suitable examples. (16)
- Q4 Elaborate the different stages of Product Life Cycle (PLC) and discuss the strategies needed in each stage by giving suitable example. (16)
- Q5 Discuss the sources of measuring brand equity with respect to customer mindset. Elaborate the different qualitative and quantitative research techniques to gather the same. (16)
- Q6 Explain the 'Customer-Based Brand Equity Pyramid' & discuss different hierarchical steps and the movement of brands therein. (16)