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**M. B. A. (Fourth Semester) Examination,
April-May 2022**

(New Scheme)

(Management Branch)

(Specialization : Marketing Management)

PRODUCT and BRAND MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Question paper divide in two sections. Section-A and Section-B. Section-A is compulsory.

Section-A

10

1. A leading firm in FMCG sector through their researcher found that there is vast potential in branded edible oil market (Kachchi Ghani) that could be Trapped. on Company decided to enter in market.

[2]

- (i) Provide suitable brand name to your product.
- (ii) Who will be your target customer?
- (iii) Study the market and find your competitor in market.
- (iv) Suggest brand positioning basis for your product.

Section-B

7×10=70

(Short Answer Type)

Note : Attempt any seven questions.

2. Define Product .What are different levels of Product?
3. Explain Brand Equity and its models.
4. Explain the concept of product mix highlighting product mix for I T C.
5. Discuss various internal and external sources of new product ideas. What are different phases of new product development?
6. Explain Umbrella Brand for leading Soft Drink Company and also discuss difference between Brand Identity and Brand Image.

[3]

7. Explain Brand positioning strategy with suitable example.
8. Define Brand, Branding, and Brand elements. Explain benefits of Branding to :
 - (i) Customer
 - (ii) Company
9. Write short notes on : (any two)
 - (i) Brand Extension
 - (ii) Product vs. Brand
 - (iii) Co -Branding
 - (iv) Brand Leveraging