

**M.B.A.-II (Sem.-IV) Examination
Product & Brand Management
May-2017**

[Max. Marks : 100]

Time : 3 Hours]

Q-1. Answer all the following questions: (All questions carry equal marks) (20)

1. What is branding? How does branding serve as an important tool for differentiation?
2. Explain the concept of CBBE.
3. What is permission marketing? How is it different than interruption marketing?
4. Explain role of IMC in creating brand equity.

Q-2. Answer the following questions: (20)

1. What is leveraging of secondary brand knowledge? How can secondary associations be created with the help of places and co-branding?
2. What are the components of a marketing plan? Explain the importance of a marketing plan in product planning.

OR

Q-2. Answer the following questions: (20)

1. What is the difference between brand equity charter and brand equity report? Explain.
2. What are the different stages of Product life cycle? Explain the strategies of a marketer at the Introduction stage.

Q-3. Answer the following questions: (Any Two) (20)

1. Outline the different qualitative and quantitative research techniques that can be used to measure sources of brand equity. Explain the methods that would be useful to assess brand image of a particular brand.
2. What would be the differences between a Marketing manager and a Product manager considering their role, scope of responsibility and nature of decision-making? Explain.
3. Draw organizational chart for an organization having a product-focused structure and outline advantages and limitations of the product management system.

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4. What is the difference between brand reinforcement and brand revitalization? Give examples for both.

Q-4. Explain the following: (Any four) (All carry equal marks) (20)

1. Brand Exploratory
2. Brand value chain
3. Brand hierarchy
4. Aftermarketing activities and their significance
5. Brand personality and its measurement
6. Brand imagery

Q-5. Answer all the questions: (All carry equal marks) (20)

1. 'Packaging' is an important brand element. Explain and give examples to prove your points.
 2. Differentiate between push and pull strategies.
 3. What is experiential marketing? Give examples.
 4. How would you create POPs and PODs for a new brand of chocolate ready to enter the Indian market?
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