

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA402A

4<sup>th</sup> Semester Regular/Back Examination: 2023-24

SUBJECT: Product and Branding Management

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

Time: 3 Hour

Max Marks: 100

Q.Code: P449

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 is brand positioning?
- Define brand equity.
- What is product mix?
- What is meant by point of difference?
- What is ethical branding?
- Define brand imagery.
- What is brand judgement?
- What is brand revitalization?
- What is brand dilution?
- What is brand logo?

Part-II

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

- Discuss the customer-based brand equity model of strategic branding and explain different hierarchical steps and the movement of brands therein.
- Elaborate the point of parity and point of difference concept of brand positioning with special reference to one FMCG and one durable brand.
- Explain brand architecture. How to build strong brand architecture?
- What is leveraging brand equity? Explain its advantages and disadvantages.
- What is new product development? Explain its steps.
- Explain in detail the pros and cons of brand extension.
- What is brand image? Explain its various dimensions.
- What is product line? Explain in the context of MNC company.
- Explain Aaker's brand valuation model in detail.
- What are the elements of brand personality? Explain.
- How is a brand created? Write about major branding strategies.
- What is brand identity? Discuss the Kapferer's brand identity prism with example.

**Part-III**

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

- Q3** Identify the different types of brand elements. List the general criteria for choosing brand elements and describe key tactics in choosing different brand elements. **(16)**
- Q4** 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)**
- Q5** In what ways does the global marketing mix and marketing principles differs from the domestic marketing mix and principles from branding perspective? **(16)**
- Q6** The traditional “marketing mix” concept and the notion of the “4 Ps” of marketing, may not fully describe modern marketing programs. How firms should devise product, pricing, and distribution strategies as part of their marketing programs in the new era of marketing? **(16)**