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Total Number of Pages : 02

MBA  
18MBA402A

4<sup>th</sup> Semester Regular / Back Examination: 2022-23

SUBJECT: Product & Branding Management

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

Time : 3 Hour

Max Marks : 100

Q.Code : M205

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?
- What do you mean by Line extension?
- What is brand reinforcement?
- What is co-branding?
- Define Brand Identity prism.
- What is product life cycle?
- Define emerging market.
- What is brand ethics?
- Explain FMCD products and give one example.
- What is marketing-mix?

Part-II

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

- Discuss the challenges and opportunities that the emerging Indian market presents for product managers. Provide examples to support your arguments.
- What is a product? Explain the various types of products.
- Explain the concept of the Product Life Cycle (PLC) and its various stages. How does a company's marketing strategy need to evolve as a product progresses through each stage?
- Define the concept of product management and its significance in the modern business landscape. How does it differ from traditional product development approaches?
- Define brand architecture. Discuss the advantages and challenges of various brand architecture models, considering their impact on consumer perception.
- Define brand equity and its components. Explain how brand equity contributes to the overall valuation of a company.
- What is brand rejuvenation? Discuss the various risks that are expected from a brand during rejuvenation process.

- h) Discuss the key factors that contribute to the success and failure of a brand. Provide a brand example.
- i) Briefly outline the key stages involved in the process of brand building.
- j) Discuss the significance of each stage and the challenges associated with bringing a new product to market.
- k) What is brand identity? Explain the various brand identity traps with suitable examples.
- l) What is brand personality? How companies create brand identity?

### **Part-III**

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

- Q3** a) Describe the various dimensions used for classifying products. **(8x2)**  
b) How do these classifications influence the product management strategy within a company?
- Q4** a) Define brand loyalty and explain its significance for Indian businesses. **(8x2)**  
b) Discuss the strategies that companies can employ to foster and maintain brand loyalty among customers.
- Q5** a) Explain the concept of product mix and product line decisions. **(8x2)**  
b) How can a company effectively manage its product mix to cater to diverse customer needs while maintaining a coherent brand identity? Illustrate with real-world examples.
- Q6** a) Explain the transformative impact of social media on branding strategies. **(8x2)**  
b) Discuss how brands leverage various social media platforms to engage with consumers, create brand communities, and amplify brand messages.