

January - 2007

Subject Code—5888

M.B.A. EXAMINATION

(Fourth Semester)

(Re-appear)

(2 Years—New Scheme)

MM-408

PRODUCT AND BRAND MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. What do you understand by a product ? Discuss the role of product planning in the modern age.
2. Explain the concept of 'Product Life-cycle'. Prepare a list of five products at each stage of the PLC in the Indian market.

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3. What is meant by Product Mix ? In this context explain why companies generally diversify their range of products ? What factors influence to change in Product Mix ?
4. Evaluate the various methods of Brand Valuation in Indian context.
5. Discuss the various brand positioning ways with the help of suitable examples. Also state the significance of brand building and communication.
6. Elaborate the emerging role of E-branding and branding for international marketing.
7. What is a New Product ? Critically evaluate the entire process of new product development.
8. Write short notes on any *two* of the following :
 - (a) Major branding Decisions.
 - (b) Is branding socially desirable ?
 - (c) Branding terminology and brand loyalty.