

Jan. 2010

Roll No.

Subject Code—3172-X

M.B.A. EXAMINATION

(Fourth Semester)

(Re-appear)

MM-408

PRODUCT & BRAND MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. How does argumented product help in getting higher market share ? Explain with the help of suitable examples.
2. What marketing strategies should be pursued by Tata Motors for the launch of Tata Nano.

(2-15-129) J-3172-X

P.T.O.

3. From where can the ideas be generated for new product development ? How are these ideas screened ?
4. Giving examples, explain the concept of brand personality.
5. Does brand equity help in increasing the financial value of a firm ? If yes, how ?
6. What are the considerations in selecting a brand name ?
7. Explain the strategies employed for brand building.
8. In retailing, is retail brand more powerful than the corporate brand, or vice versa ? Explain with the help of examples.