

Roll No. ....

Subject Code—8198-X

**M.B.A. EXAMINATION**

(Fourth Semester)

(Re-appear Prior to Batch 2009)

MM-408

**PRODUCT AND BRAND MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

**Section A**

**Note :** Attempt any *Seven* questions. **7×7=49**

Explain the following :

1. New Product
2. Life-cycle and Product
3. Brand Equity
4. Product Line Depth

5. Idea Screening
6. Concept Development
7. Brand Extension
8. Multiple Branding
9. Private Brands
10. Brand Image.

### Section B

Note : Attempt all the questions. 3×17=51

11. Discuss in detail the process of New Product Development. Also suggest the precautions taken to be in consideration at each stage.

*Or*

Elaborate the elements of Product Mix with relevant examples.

12. "Branding is the fuel to marketing." Comment on statement with justification of Branding to consumer as well as marketer.

*Or*

Discuss the various decision to select Brand name and while establishing the Brand equity.

13. Discuss in detail the concept of Brand Positioning and Re-launch of product with suitable examples.

*Or*

Discuss the role and importance of Branding in Industrial and Semisector with examples.