

M. B. A. Examination.
Semester 3. December 2016.
Product and brand management.

CODE - 4717

Time : 2 hours 30 minutes.

Total Marks : 70.

1. What is a product ? Discuss about the classification of consumer products in (14). detail with examples.

Or

Explain how - "Customer Analysis and Competitor Analysis are necessary for developing a product strategy".

2. Describe the stages in a product life cycle of a " product " in detail. Explain (14). with an example.

Or

Describe in detail how Product focused organization is different from Market focused organization. Also point out the factors influencing design of the product.

3. " People have more faith in brands rather than products " Critically analyse (14). the statement with role and importance of branding.

Or

What factors should brand managers address to develop an identity for their brands ?

4. Explain the concept of brand equity. Discuss various methods of measuring (14). Brand Equity in detail.

Or

Brand is built in the minds of the people. Do you agree ? Explain this with an example of established brand name.

5. What are the types of Brand extensions? Discuss the advantages and (14). disadvantages of Brand extension.

Or

5. What is the rationale of brands going International ? Explain the advantages and disadvantages of Global Marketing programs.