

M.Com. (NEP Pattern) - Semester-III
CMPG03PBM008 - Product and Brand Management

P. Pages : 1

Time : Three Hours



GUG/W/24/15814

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. Discuss the stages of the product life cycle and their importance in product management. **16**

OR

Explain how product portfolio management influences product strategy decisions.

2. Describe the process of new product development, focusing on product commercialization. **16**

OR

Discuss the importance of product positioning strategies in differentiating new products.

3. Define brand equity and elaborate on how brands can be created in a competitive market. **16**

OR

Explain the significance of brand positioning and brand associations in creating a strong brand.

4. Describe the steps in designing and implementing branding strategies for sustaining brand equity. **16**

OR

Discuss the strategies for launching brand extension products and managing them over time.

5. Write notes on **any four**.

- a) Product life cycle. **4**
- b) New product strategy and growth management challenges. **4**
- c) Creating brand equity through brand elements. **4**
- d) Measuring sources of brand equity with examples. **4**
