

M.B.A. - II (CBCS Pattern) Semester-III
PCB3EA2 - Product Management & Brand Management

P. Pages : 1

Time : Three Hours



GUG/W/24/10707

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

1. What is the product planning? Also discuss nature and contents of marketing plan. **14**
2. Explain product life cycle and its variant in details. **14**
3. “Innovation and creativity in new product hell’s company to earn more profit’s” comment with an example. **14**
4. What are the importance of branding and brand management? Explain its concept in details. **14**
5. Explain the role of IMC in marketing and brand management along with objectives. **14**
6. Brand is build in the minds of people? Do you agree? Explain this in context to “Asian Paints”. **14**
7. Discuss new product development process in detail. **14**
8. Most of the foreign brands introduced in India have failed. Briefly discuss possible reasons. **14**
9. Discuss in detail sustaining and managing brand equity in global market? **14**
10. Write notes on **any two**. **14**
 - a) BCG Matrix and its application.
 - b) Brand Portfolio Analysis.
 - c) CBBE.
 - d) Innovation of Creativity.
