

M.B.A. (CBCS Pattern) Semester - III
PCB3EA2 - SP02 - Product Management & Brand Management

P. Pages : 1

Time : Three Hours



GUG/S/23/10707

Max. Marks : 70

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

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| 1. | What is product life cycle? Explain along with its variants. | 14 |
| 2. | What is BCG matrix? Explain its limitation and applications. | 14 |
| 3. | Discuss new product development process. | 14 |
| 4. | Write detail note of product placement & commercialization. | 14 |
| 5. | What are the importance of branding and brand management? Explain its concept in details. | 14 |
| 6. | Discuss brand portfolio analysis. | 14 |
| 7. | Write detail note on branding & segmentation. | 14 |
| 8. | What are the most important consideration when developing brand strategy. | 14 |
| 9. | Explain the meaning of brand extension along with its advantages & disadvantages. | 14 |
| 10. | Write detail note on any two . | 14 |
| | a) CBBE. | |
| | b) Brand equity measurement. | |
| | c) Brand element & brand association. | |
| | d) Product testing. | |
