

M.Com. (New CBCS Pattern) Semester - III
PCC3E06 - Product & Brand Management

P. Pages : 1

Time : Three Hours



GUG/S/23/14317

Max. Marks : 80

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

1. a) Explain the product life cycle, how a curve is typically divided into four stages? **16**

OR

b) Who do you understand by product lines? Discuss the attributes associated with Product line management. **16**

2. a) Explain or list the sources of new product ideas. **16**

OR

b) Explain the product Development Stages. **16**

3. a) Describe the meaning and concept of Brand. What are the types of Brands? **16**

OR

b) What is Brand Equity? What are the importance and elements of Brand Equity? **16**

4. a) What is Brand Strategy? What are the types of Brand strategy? **16**

OR

b) Explain the Creating Brand Strategy. What are the steps to creating brand strategy? **16**

5. Write in short answer

a) Product Personality. **4**

b) Product Position. **4**

c) Brand Challenges. **4**

d) Brand Extension. **4**
