

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

P. Pages : 1

Time : Three Hours



GUG/W/22/14317

Max. Marks : 80

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

1. a) Describe the levels of Product and Discuss the classification of products. **16**

OR

b) What is the Product Portfolio? What are the importance/benefits of Product Portfolio to business. **16**

2. a) What are the reasons for New Product failure? **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 are the types of Brand Positions strategy? **16**

4. a) Discuss the brand challenges? **16**

OR

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

5. Write in short answer.

a) Note on Product Life Cycle. **4**

b) Note on New product development. **4**

c) Brand Equity. **4**

d) Brand Strategy. **4**
