

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

P. Pages : 1

Time : Three Hours



GUG/W/22/10707

Max. Marks : 70

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

- | | | |
|----|--|----|
| 1. | What are the levels of product? Explain in detail. | 14 |
| 2. | Discuss new product development process in detail. | 14 |
| 3. | What is financial cost benefit analysis? Briefly describe its tools. | 14 |
| 4. | Define brands. What is branding and brand management? Explain with suitable example. | 14 |
| 5. | Explain brand element & brand association. | 14 |
| 6. | Discuss brand equity measurement in detail. | 14 |
| 7. | Describe brand positioning and brand portfolio analysis. | 14 |
| 8. | Elaborate the terms branding and segmentation with suitable examples. | 14 |
| 9. | Explain the strategies for brand development. What is brand image and awareness? | 14 |
| 10 | Write short notes on any two . | 14 |
| | a) IMC | |
| | b) Brand equity systems. | |
| | c) BCG matrix. | |
| | d) Brand value. | |
