

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

P. Pages : 1

Time : Three Hours



**GUG/S/25/10707**

Max. Marks : 70

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

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|-----|---|----|
| 1.  | Explain BCG matrix. State its applications.   | 14 |
| 2.  | Discuss new product development process in detail.  | 14 |
| 3.  | State the importance of branding and brand management.                                    | 14 |
| 4.  | What is product placement? And explain concept of product testing.                        | 14 |
| 5.  | Explain the concept Brand Research and Brand Equity.                                      | 14 |
| 6.  | Why is brand positioning and brand portfolio analysis being necessary? Illustrate answer. | 14 |
| 7.  | What factors brand managers address to develop brand strategy.                            | 14 |
| 8.  | Describe Brand Image and awareness.   | 14 |
| 9.  | Write a detailed note on “Brand Equity and Global Branding.                               | 14 |
| 10. | Write short notes on <b>any two</b> .   | 14 |
|     | a) Product Placement & commercialization.   |    |
|     | b) Brand Roadmap  |    |
|     | c) Branding & Differentiation   |    |
|     | d) Brand portfolio analysis   |    |

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