

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

P. Pages : 1

Time : Three Hours



GUG/S/25/14317

Max. Marks : 80

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

1. Explain the concept of product life cycle and its stages. **16**

OR

Discuss the importance of product portfolio management in product strategy.

2. Describe the new product development process and the role of commercialization. **16**

OR

Explain the concept of product differentiation and how it is used in positioning strategies.

3. Define brand equity and explain how it can be created in a competitive market. **16**

OR

Discuss the importance of brand positioning and brand associations in building a strong brand.

4. Describe the steps involved in designing and implementing branding strategies. **16**

OR

Discuss the challenges and strategies of launching brand extension products.

5. Write note (4 marks for each) **16**

- 1) Product Line.
- 2) Write on challenges faced in managing growth of new products in the market.
- 3) Write a note on brand associations with examples.
- 4) Write on brand equity with examples.
