

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

P. Pages : 1

Time : Three Hours



**GUG/S/24/14317**

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 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 Equity. **4**

d) Brand Strategy. **4**

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