

M.B.A. CBCS Pattern Semester-III
PCB3EA2 - Product Management & Brand Management

P. Pages : 1

Time : Three Hours



GUG/S/24/10707

Max. Marks : 70

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

1. Write in detail BCG matrix and its application. **14**
2. What are the stages of product life cycle in terms of marketing or revenue producing perspective? **14**
3. Explain product planning for new product & development process of new product. **14**
4. What is product placement? Explain difference between product re- placement and product displacement. **14**
5. What is Brand management? Explain brand research and brand equity. **14**
6. What is brand equity? How brand differentiation can help an organization to achieve its derive goal. **14**
7. Explain CBBE. How building customer based brand equity helps to active objectives? **14**
8. Define brand extension. How brand extension use by a company in launching new production? **14**
9. Discuss how can we develop Integrated Marketing Communication (IMC) for brand building. **14**
10. Write short notes **any two**. **14**
 - a) Product portfolio decisions.
 - b) Financial Cost benefit analysis.
 - c) Reinforcing brands.
 - d) Branding & segmentation.
