

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

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

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| 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 achieve 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. | |
