

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**
