

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

P. Pages : 1

Time : Three Hours



GUG/W/23/14317

Max. Marks : 80

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

1. a) What is the Product Portfolio? What are the importance/ benefits of Product Portfolio to business. **16**

OR

- b) Explain the product life cycle, how a curve is typically divided into four stages? **16**

2. a) What are the reasons for New Product failure? **16**

OR

- b) Explain the product Development stages. **16**

3. a) What are the types of Brand Positions strategy? **16**

OR

- b) What is Brand Equity? What are the importance and elements of Brand Equity? **16**

4. a) Discuss the brand challenges? **16**

OR

- b) Explain the Creating Brand Strategy. What are the steps to creating brand strategy? **16**

5. Write in short answer.

- a) Note on Product Life Cycle. **4**
- b) Note on New product development. **4**
- c) Brand Challenges. **4**
- d) Brand Extension. **4**
