

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

P. Pages : 1

Time : Three Hours



**GUG/W/23/10707**

Max. Marks : 70

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

1. What are the Factors that affect product management decisions? **14**
2. What role does consumer analysis play in designing product strategy? **14**
3. Explain the process of New Product Development. **14**
4. What factor's should brand manager's address to develop the identity of their brands? **14**
5. What do you understand by Brand Equity? Explain various method of Calculating Brand equity? **14**
6. Brand is build in the minds of people? Do you agree? Explain this in context to "Asian Paints". **14**
7. Write a detailed note on "Designing & Sustaining Branding Strategies". **14**
8. Why Brand positioning & Brand building is necessary? Illustrate your answer with suitable example. **14**
9. Most of the foreign brands introduced in India have failed. Briefly discuss possible reasons. **14**
10. Write short notes **any two**. **14**
  - a) Competitor Analysis.
  - b) Brand Revitalization.
  - c) Brand Audits.
  - d) Design of Manufacturer.

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