

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

-
- 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. | |
