

3M3118

Roll No. _____

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M. B. A. III Sem. (Main/Back) Exam., Jan. 2016

M-323 Product & Brand Management

(Major-II)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is **compulsory**.
- (iii) All questions carry **equal** marks.

1. NIL

2. NIL

SECTION-A

Q.1 Briefly explain the product Life Cycle Concept. How might a company's advertising and sales promotion strategies differ, depending on whether its product is in the introductory stage or in the maturity stage of its life cycle? [7+7=14]

Q.2 (a) What is a product? Taking the example of a consumer durable – of your choice explain the concept of total product w.r.t the core benefits, tangible specifications and Augmented features. [7]

(b) Discuss the stages involved in new product development process giving suitable examples. [7]

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[1000]

Q.3 What are the dimensions of Brand Image? What are the inputs, outcome and Assessment criterion of brand building exercise? Explain. [7+7=14]

Q.4 (a) What do you mean by brand extension? Explain the different types of Extension. [7]

(b) Explain the ten concepts of brand equity according to Aaker. [7]

Q.5 Brand personality will be significant, if target audiences are highly self – conscious. Evaluate this statement. [14]

Q.6 Write a short note on:

(a) Advantage of global marketing program. [7]

(b) Repositioning strategies. [7]

SECTION-B

Q.7 You are a product manager in a FMCG company in – charge of the ‘toothpaste’ category.

(a) Suggest alternative basis for positioning of the product. [6]

(b) In case you want to introduce new toothpaste in the market, how would you go about test – marketing the same? [4]

(c) Suggest a brand name for the new toothpaste to be introduced by the company, assuming that the product is targeted at children. [4]