

Roll No.

12775

**MBA 2 yr. 4th Sem. (New Scheme) CBCS
Examination – February, 2022
PRODUCT AND BRAND MANAGEMENT**

Paper : 201MG24GM3

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section A contains *eight* short answer type questions of two marks each. All the questions are *compulsory*. Section B attempt *four* questions in all, selecting *one* question from each unit. All questions carry equal marks.

SECTION – A

1. Write short note on :

- (a) Brand awareness
- (b) Brand image

- (c) Multiple branding
- (d) Brand values
- (e) Brand extension
- (f) Designing marketing programs
- (g) Market segment
- (h) Global brand strategies

SECTION - B

UNIT - I

2. People have more faith in brands rather than products. Critically analyse the statement with role and importance of branding.

OR

3. What do mean by brand loyalty ? How customer relationship management helps to build brand loyalty ? Discuss.

UNIT - II

4. "A good brand positioning helps guide marketing strategy". Do you agree with the statement ? Give reasons.

5. Define brand equity. Discuss strategies for building brand equity.

OR

UNIT - III

6. What do you understand Legal aspects of Branding ? Explain the importance of copy write, trademarks and IPR in branding.

OR

UNIT - IV

7. What are the common branding strategies ? Explain the process of designing and implementing these strategies.

B. Write note on below :

- (a) Brand extension
- (b) Services Brands

OR

9. What are the challenges in new product development ? Explain new product development process.
