

- (b) What do you mean by brand hierarchy ?
- (c) Define Brand Positioning.
- (d) What is Marketing Mix ?
- (e) Give an example of Brand Repositioning.
- (f) Define market segmentation.
- (g) Enlist sources of brand equity.
- (h) Define celebrity endorsement.

SECTION – B

UNIT – I

- 2. Explain the process of selecting a brand name also discuss the importance of branding.
- 3. Write detailed note on multiple branding and brand extension with suitable example.

UNIT – II

- 4. Discuss in detail about Brand challenges & opportunities in today's world of global environment.
- 5. Explain the measurement techniques of outcomes of "brand-equity" and "customer- mindset".

UNIT – III

- 6. What are the measuring sources of Brand equity ? Explain.

12775- (P-3)(Q-9)(23) (2)

- 7. Explain different branding strategies and also discuss the process of implementing these strategies.

UNIT – IV

- 8. How do you reinforce and revitalize the brand ? Explain with suitable examples.
- 9. Explain in detail the Management of brands in rural marketing.

12775- (P-3)(Q-9)(23) (3)

Roll No.

12775

**MBA 2 Yr. 4th Semester New Scheme
2019-20**

Examination – May, 2023

PRODUCT AND BRAND MANAGEMENT

Paper : 20IMG24GM3

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 : The question paper is divided in *two* Sections. **Section-A** comprising *eight* short answer type questions (carrying 2 marks each, which are **compulsory**. Answer to each question should not exceed 50 words normally) **Section-B** comprising *eight* questions (*two* questions from each unit). The students are required to attempt *four* questions selecting *one* question from each Unit. All questions will carry equal marks.

SECTION – A

1. Short answer type question :

(a) What is the importance of internal branding ?

12775-756-(P-S)/(Q-9)(23)

P. T. O.