

No. of Printed Pages : 03

Roll No.

JJ494

B.M.S./M.B.A. EXAMINATION, May 2019

(Tenth Semester)

(B. Scheme) (Main & Re-appear)

(5 Years Integrated)

(BMS-MBA)

MBIMM04

PRODUCT & BRAND MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 70

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

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(2-18/3) M-JJ494

P.T.O.

Unit I

1. Define product. Discuss about the market potential and forecasting. **14**
2. What is Product Life Cycle ? Describe the different PLC stages and the corresponding strategies which can be used by marketer at each stage ? **14**

Unit II

3. What is a brand ? Why branding is important ? Describe the benefits and challenges of branding a product with the help of suitable examples. **14**
4. List the steps involved in strategic brand management process. **14**

Unit III

5. Explain the different types of brand elements. Explain the general criteria for choosing brand elements. **14**

6. Outline the eight main ways to leverage secondary associations. **14**

Unit IV

7. Identify effective quantitative research techniques for measuring brand awareness, image, responses and relationship. **14**
8. List the advantages and disadvantages of global marketing programs. How global customer based brand equity can be build ? **14**