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Roll No.

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M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme) (Re-appear)

(MBA)

MM08C

PRODUCT AND BRAND MANAGEMENT

Time : 2½ Hours]

[Maximum Marks : 75

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 *Four* questions in all. All questions carry equal marks.

1. Discuss product Life Cycle of any consumerable good of your choice and mention the strategies used at different stages.
2. Define Brand. Illustrate the process of strategic brand management.
3. What do you understand by Brand Element ?
How do organizations integrate these elements with strategic options and tactics ?
4. Write short notes on the following :
 - (a) Brand Positioning
 - (b) Brand Audits.
5. Elaborate the process of brand tracking. How is it significant for business organizations ?
6. Write short notes on the following :
 - (a) Brand Value Chain
 - (b) Brand Performance.

7. How do organizations manage brand overtime ? Explain with the help of suitable example.
8. Discuss the application of brand management and highlight the future brand priorities of FMGC companies.